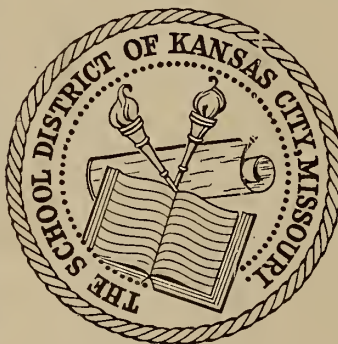


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MERCHANTS RECORD AND SHOW WINDOW

CHICAGO

VOL. XLIII, No. 1

JULY 1918



Tenth of a Series of Twelve Full-Color Background Suggestions

display equipment

We are showing for 1918 fall season the very newest developments in metal and wood fixtures, papier mache forms, wax figures. Designs, materials and workmanship **RIGHT**. Prices interesting.

Worthy Your Inspection
Catalog No. 12W now ready for distribution

The **BARLOW-KIMNET COMPANY**

DETROIT, MICH.
78 Wash. Blvd.

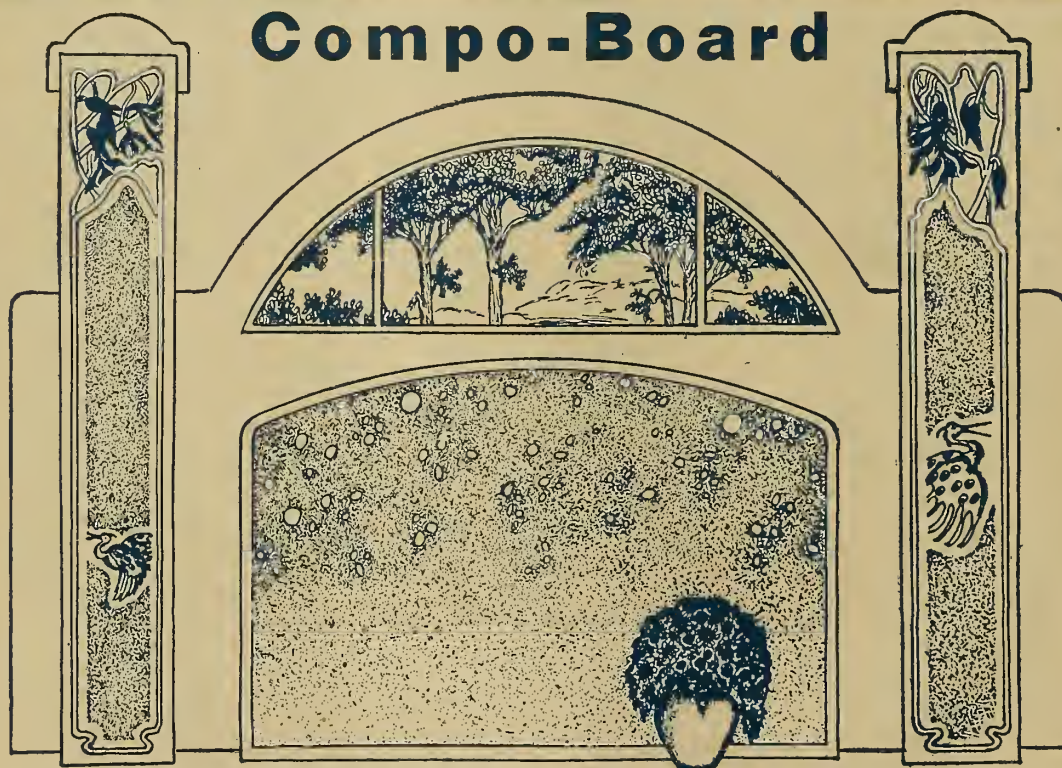
724 Broadway, NEW YORK CITY
FACTORY: HOLYOKE, MASS.

BOSTON, MASS.
20 Oxford St.

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Compo-Board

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Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board. Send for free illustrated book, together with samples and prices.

Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

APR 9 1918

265355

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

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The Merchants Record Co.

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Display rates furnished on application.

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OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN


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VOLUME XLIII

NUMBER 1

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HUGH LYONS FIXTURES
MAKE BUYERS OUT OF PASSERSBY

We are presenting herewith our Queen Anne designs, one of the most attractive of our period designs.

Our supplementary catalogs, showing our Queen Anne, as well as Adam, Chippendale and William and Mary designs, are ready for distribution.

Let us send you a complete set.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
 NEW YORK SALESROOM 35 W. 32nd STREET CHICAGO SALESROOM 234 S. FRANKLIN ST.

Remember us for your Fall Window and Store Decorations. We have the most complete line which has ever been offered before. We can furnish you with paper as well as cloth material this season, in wonderful colorings.

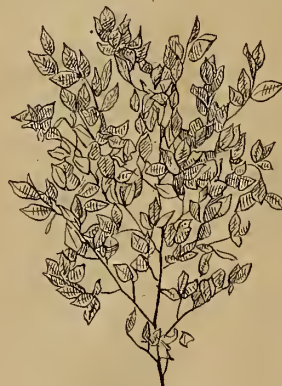
Don't fail to give us your ideas of what you want. Send us sketch or design and will be glad to send you samples with prices.

Natural Preserved Beech Sprays. A big item which we are offering as long as they last at this price. If you want something for a large interior this is a good item. You can use orange chrysanthemums or any flower in this color with these sprays which makes it very effective. Sprays come in 36 and 48 inch lengths. Packed in a case of 150 sprays. Price, \$5.00 per hundred.

Better place your order while they last.

Chrysanthemums, in orange. The very best quality of material. Price, per gross, \$3.50.

Write for our new Fall Catalogue, which will be off the press July 25th.



Beech Sprays.

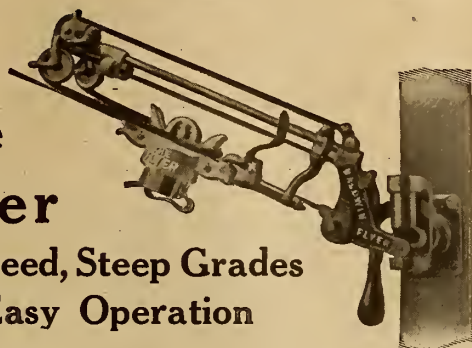
J. F. Gasthoff & Co.
 Leading Manufacturers of
Artificial Flowers and Decorative Supplies

Danville,

Illinois

The Flyer

for Speed, Steep Grades
and Easy Operation



This neat Bracket adds to the looks of store. Does not detract as all other Wire-Line Carriers do. THE FLYER has a *positive* automatic action which makes it absolutely sure to reach its destination *every time*. Can be fastened to high or low shelving or high show case, as it has only a single fine wire for each station.

BALDWIN FLYER Cash and Package Carriers

give your store that refinement of prompt service with quiet dispatch of cash and goods to a central desk that pleases customers and helps you to sell more goods.

The BALDWIN SYSTEM

insures a double checking of each transaction, and with its one receiving station, eliminates expense of extra cashiers, inspectors, etc., while giving the quickest possible service, and preventing costly errors.

Our Up-Shoot and Over-Shoot Cash Carriers operate between floors and reach difficult points in your store without expense for power. Get quick action in your Store Service at the least expense.

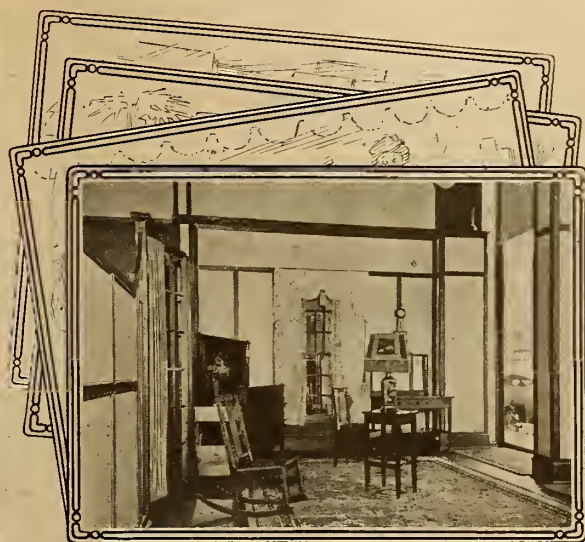


No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

Write Today for Your Copy of our Catalog

**James L. Baldwin
and Co.**

352 W. Madison Street, Chicago



Cornell-Wood-Board used as a background in a Furniture Store Display Window.

Dominating Window Displays

The real test of a window trim is whether or not it sells goods. Your window must be attractive, compel attention and be changed frequently. Your store window displays will dominate, and your store become a trade center if you use as a basis for your displays

Cornell-Wood-Board

Excels for Walls, Ceilings and Partitions
Repairs, Alterations or New Work

For Window Backgrounds, Dividers and Cut-Outs, Cornell-Wood-Board is especially adapted. Easily handled, it may be worked over repeatedly into various shapes and is therefore very economical. Tough and durable, it will not crack, chip, warp or buckle. Takes paint or calcimine perfectly.

While Cornell-Wood-Board is easily put up, still it is unequalled for the Walls and Ceilings of Stores, Offices, Homes, Garages, Theatres, Churches, etc., and lasts a life time. Resists heat, cold and moisture.

Ask your dealer to show you Cornell-Wood-Board, or send for Free Samples and full information regarding the time, money and labor saved by its use.

Cornell Wood Products Co.

Dept. 137 173-175 W. Jackson Blvd., Chicago

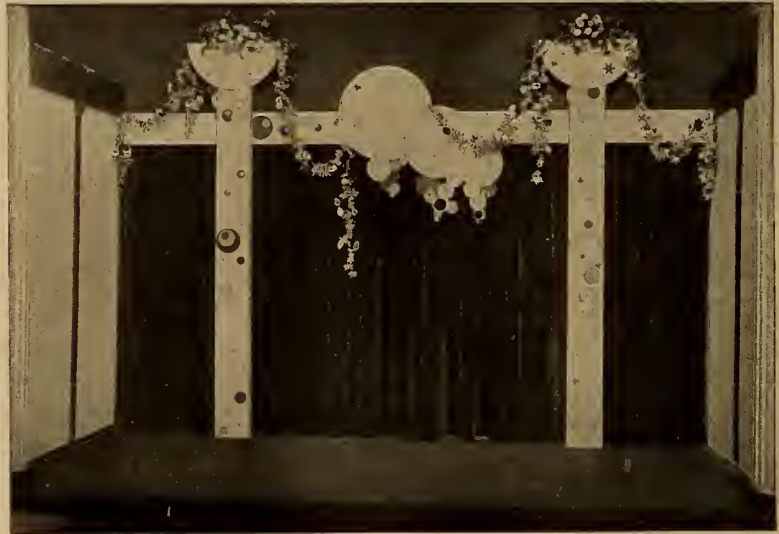
Baumann's New Decorations

will help your windows sell more goods

To get business you must go after it. There is nothing so good as attractive show windows for bringing in business. The great success of Baumann in the Window Display field has been due to his ability to originate decorations superior in every way and so attractive that wherever used they produce results. Our line this Fall comprises many new and practical decorations such as "Interchangeable" Backgrounds, Painted Wall Board Cut-Outs, Scenic Panels on Paper, New Art Foliage, Special Design Baskets, etc., etc.



No. 6732 — Roman Fruit Plant, unusual and very attractive; comes 60 in. high. Filled with fruits and autumn foliage as shown. Stand is gilded or enameled. Price, complete \$22.50



No. 6774—A background made from our "Interchangeable" Disk Background Decoration. Can be rearranged into hundreds of attractive designs, many of them being illustrated in our Fall Circular. Set consists of 28 ft. of 7½-in. wide painted wall board for borders, columns and pilasters; 1 4-foot circle; 2 2-foot circles; 2 18-inch circles, 2 12-inch circles. All circles are of wall board, hand painted in blue black. 144 brilliantly assorted colors and shapes of card board decorative disks to be applied to the wall board circles, border, etc. Price per set.....\$16.50



No. 4800—Imitation Tapestry Panel in natural colorings suitable for autumn. On heavy durable paper. Difficult to distinguish from the finest woven tapestry. 40 in. high by 80 in. long. Price\$1.40

See Our
Exhibit
at the
Displaymen's
Convention

Get Our New and Unique Fall Catalogue and Circulars

The ideas contained in our Fall Literature will prove of wonderful value to you in getting up attractive and inexpensive Displays. We illustrate many completely decorated backgrounds with price for complete decoration. Write for them today.

L. BAUMANN & COMPANY 357-359 W. Chicago Ave.
CHICAGO, ILL.

Leading Importers, Jobbers and Manufacturers of Window and Store Decorations

I saw it in the July "Merchants Record."—Page 4



Parione—The Vogue Figures

THE FIGURES that are creating a sensation wherever shown. Interchangeable natural hair or sculptured headgear. THE FIGURES that surpass all others in beauty, strength and durability.

Write for latest catalog.

French Wax Figure Company : : : 70 West Water St.
MILWAUKEE, WISCONSIN

822 Medinah Bldg., Chicago, Ill. 202 E. Fourth Street, Los Angeles, Cal. 15 W. Ninth Street, Kansas City, Mo.



Saw it, Score it, Bend it



Department Store of L. H. Field Co., Jackson, Mich.—
For the ceiling problem Beaver Board is the one solution.



The modern window decorator depends on Beaver Board for many of his novel and everyday effects.



You can't expect Beaver Board results unless this trademark is on the back of the board you buy.

It's lumber and more. You can saw the big panels of Beaver Board and you'll never strike a knot, crack or blemish.

You can score it and the strong spruce fibre will still give you the firm substantial corners you need for your various display and window forms.

Then you can bend it and that's more than you can say of other kinds of lumber. By dampening the back of a piece of Beaver Board you can easily bend it around a curved surface.

Not at all limited to window use, this substantial building material performs its greatest service on big store ceilings where it breaks up monotonous space with attractive panelling and puts an end to cracking, falling plaster. For new partitions, booths, display boards and many other uses Beaver Board is especially suitable.

Our designers will gladly assist you at any time.

THE BEAVER BOARD COMPANIES

99 Beaver Road

Buffalo, N. Y.

Branches in Boston, New York, Baltimore, Cleveland, Detroit, Chicago, Minneapolis, Kansas City and San Francisco.

Manufacturers also of Beaver Greenboard and Beaver Blackboard.

Distributors in principal cities. Dealers everywhere.

BEAVER BOARD

FOR PERMANENT OR TEMPORARY BACKGROUNDS. CUTOUTS AND DISPLAYS

No. 1927
**American
Eagle**

Cut from wall
board and
painted in
natural
colors.
Sizes up to
eight feet
from
tip to tip.



**Shields.
Plaques of
Washington,
Lincoln,
Wilson.
Eagles.
Cut-outs of
Statues of
Liberty and
Uncle Sam.**

TIMELY DECORATIVE IDEAS FROM THE **SCHACK STUDIOS**

**Make their new Fall Flower Book and Supplement a most valuable
and helpful book for every displayman in his everlasting search for
"SOMETHING NEW"**



This book is wonderfully interesting this season, because it contains so many entirely new ideas that are so different from anything that we have ever presented before. You will be particularly interested in the many new

Modern Art Flower Decoratives

That this book contains, because this style of decoration is becoming more and more popular from season to season and produces such interesting and entirely different effects. The spray illustrated shows a modern treatment of the Cosmos, and most displaymen will readily see the possibilities in this style of decoration. Send for this book at once and incorporate some of these really new things in your Fall displays this season—it is free for the asking.

New Ideas For You

PATRIOTIC DISPLAYS

Chief among the new things for patriotic displays is a magnificent American Eagle, cut from Schack's Show Window board and painted in natural colors. This eagle is made in a number of different sizes from 32 inches from tip to tip to eight feet, and is a splendid feature to add to any patriotic display. Then, too, we are making a wonderful line of shields both in papier mache and wall board, in sizes up to eight feet high and in many different shapes, with flag holders attached.

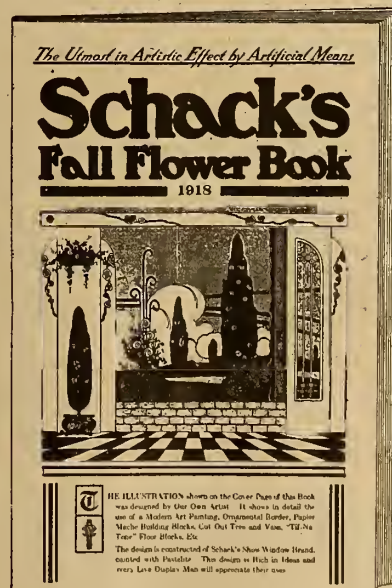
**Write for this book today
It's FREE for the asking**

SCHACK'S NEW FALL FLOWER BOOK

Will furnish you with a wealth of new ideas for your Fall displays and a copy of this book has been provided for you. In it you will find suggestions for modern background treatment, artistic flower arrangements, attractive display units that will add interest to your displays, besides the numerous novelties that are developed in our studios from season to season for your benefit. This book is valuable to the novice as well as to the professional displayman. **SEND FOR YOURS TODAY—IT'S FREE.**

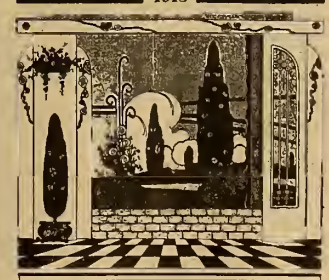
SCHACK ARTIFICIAL FLOWER COMPANY

1739-41 Milwaukee Ave. : : : Chicago, Ill.



The Utmost in Artistic Effect by Artificial Means

**Schack's
Fall Flower Book**
1919



THE ILLUSTRATION shown on the Cover Page of this Book was designed by our Own Artist. It shows in detail the use of a Modern Art Pottery, Organizational Border, Figure Mache Building Blocks, Cut Out Trees and Vases, "The Tree" Floor Blocks, Etc.
The design is constructed of Schack's Show Window Board, treated with Pottery. The design is rich in ideas and every Love Display Man will appreciate their use.

The DIFFERENCE In DECORATIONS

Botanical decorations are in a class by themselves. They possess a character and charm that are exclusively their own and which have never been successfully imitated. That is one reason why experienced display men prefer Botanical decorations.

Another reason is because Botanical decorations are easier to work with. It is not necessary to "fuss around" with them to get the desired effect. They look well no matter how they may be placed.

If You are not using Botanical decorations you are not getting the best value for your money. Try them in your next display and you will notice the difference.

Our new fall catalog contains background designs in colors executed by the celebrated artist Mr. R. Weisenborn, conceded to be without a peer in his line. His sketches are original and exclusive, they are an education and inspiration to display men. These backgrounds contain ideas needed in every store. Our fall catalog also shows a wonderful variety of new decorative ideas. May we send it to you. Worth asking for.

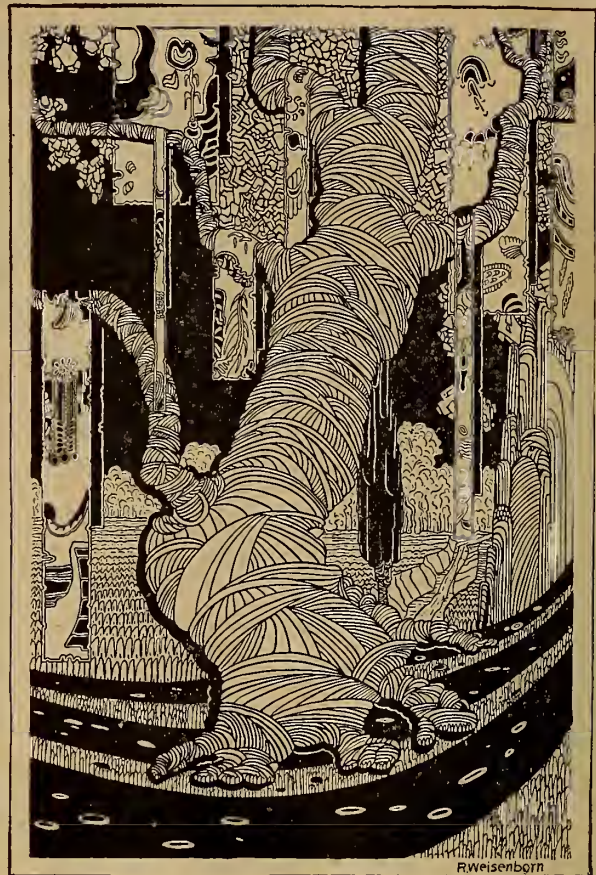
The Botanical Decorating Co.

Manufacturers of

Artificial Flowers and Decorations

208 W. Adams St.

Chicago



Goodform
TRADE MARK

Whenever you get window fixtures insist on the **Goodform** kind. The name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims
will be of service
to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.



NA-DE-CO Valances, Panels and Drape Shades

will add to the pulling power of your window display.

New designs that show the latest ideas in window decoration are being added to the NA-DE-CO line every day.

Write for Catalogue R and sample plushes. Send window measurements if special designs are desired.

National Decorative Co., Inc.

Designers and Manufacturers

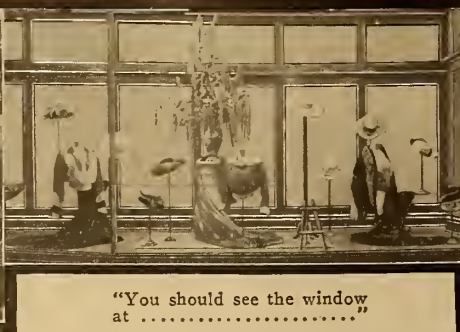
Valances, Panels and Drape Shades, Plushes and Velours

Main Office and Factory:

538 Federal Street, CAMDEN, NEW JERSEY



"I heard that record in a demonstration room at....."



"You should see the window at"



"I bought it in the French room at"

**Save Time— Save Muss—
Save Expense—
use**

Carey
WALL BOARD

—the most practical material for store display rooms and window backgrounds

It can be had in exact reproduction of Oak Circassian Walnut or Early English. It is also furnished plain for coloring in solid wall tints, or for special decoration, papering, conventional frescoing or scene painting. Just the finish for walls and ceilings of display rooms and for window backgrounds, is inexpensive, light in weight, does not warp, and can be installed, removed or transformed by any carpenter with a minimum of noise, muss or confusion, and without interruption to business.

Write today for samples and for book on Carey Wallboard (Ceil-Board) for stores.

THE PHILIP CAREY COMPANY
1030 Wayne Ave., Lockland, Cincinnati, Ohio



"I SURE DO LIKE



This is one of thousands of similar expressions we hear every day from window display men from all over the country. We show here how Mr. Hood has used **EZY-BILT** WINDOW BOARD in his windows, and we reproduce part of one of his letters telling us how well he likes **EZY-BILT**.

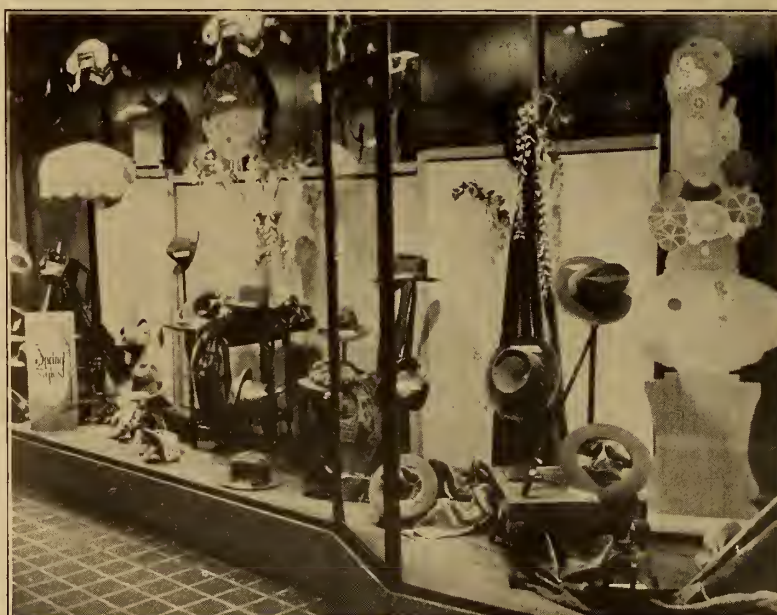
Here Is the Letter

Mansfield, O.,
March 8, 1918
The Hunt-Crawford Co.,
Coshocton, Ohio:—

I have just finished installing my spring windows and am sending you photograph of same. It was the same old story—"EZY-BILT" made the work so "EZY." I now have my "EZY-BILT" backgrounds interchangeable. Just a fresh coat of paint and I have a new background.

I sure do like EZY-BILT.

Yours very truly,
Lawrence Hood,
Displayman.



You too will feel the same way if you try out **EZY-BILT** window board. It is lightest, strongest, cheapest and easiest to work with.

Special Introductory Trial Offer \$5

We want every display man to know how practical, useful and economical **EZY-BILT** window board is in his window work. In order that everyone can try it out in sufficient quantity for one or more complete windows, we have made up two special packages as follows:

No. 1 package contains 14 sheets, 36 x 48 in., for..... **\$5.00**
No. 2 package contains 11 sheets, 36 x 60 in., for..... **\$5.00**

We know that you will become a permanent user of **EZY-BILT** window board if you use it once. It is just as much to your interest to try it as it is for us to have you.

By accepting the above quoted offer you will be buying **EZY-BILT** window board at practically full crate price, and remember that this board is more economical in price, utility, and everything combined than any other board on the market. The ingenuity of display men has evolved endless uses for **EZY-BILT** window board in show window backgrounds, the making of Cut

Outs, Pedestals, Flower Boxes, Screens, Dividers, Plateaux, etc.

It is now time to buy for your Fall Displays. We suggest you send your trial order in today in order to get early shipment. Get your work done early. A complete Window Display Booklet with each order.

HUNT-CRAWFORD COMPANY

COSHOCTON,
OHIO

MERCHANTS RECORD and SHOW WINDOW

VOLUME XLIII
NUMBER 1

JULY, 1918

Single Copies
Twenty-five Cent

Business Talk for Business Men

Successful retail merchant always alert to the positive helps in business building—Suggestions that should be seriously considered by retail merchants—Customer sure to be influenced by quality and price—Put the right word in the right place.



By W. Clement Moore

THE retail merchant having the elements of good, honest success in his make-up is always alert to the things which are positive helps in building business—but like opportunities, these trade builders must be brought forcibly to his attention before he can possibly put them into practice.

The writer had an experience recently, which brought this truth home to him effectively. Two prominent business men were talking over business matters at a banquet one evening when one of them complained of his inability to move a certain kind of goods in his store which had plenty of merit, but for some reason the newspaper space which he had devoted to the advertising of it, and failed to attract. The other listened attentively and then asked in what part of his store the stock was located. He was told that it was in the rear and in a side department.

"Why don't you bring it up to one of the more prominent sections?" he asked.

"Oh," replied the complaining dealer. "Those sections are filled with goods which are selling like hot cakes."

"Yes, and for that very reason, the people will buy them no matter where you please to put them. Bring your slow moving goods up to the front and when they get 'in demand' move them back and put other goods in their place."

A couple of days later, I happened in the store of the dealer who had complained of his dead stock, and I found the goods almost opposite the entrance with a good crowd of buyers in evidence. The theory had been put to a practical test, and had won out.

Moving the goods to the front, brought them

forcibly to the attention of the customers who not only looked at them, but handled them and became convinced that they were needed—the result in most cases being actual sales. Naturally they went home, told their friends and neighbors, etc., and the sales grew.

In like manner, the price tags and the display cards will help your customers to decide about the purchases, no matter what it is that you are selling. This is very easily proved by testing the case yourself, if you do so unconsciously, or if you will recall the many times that you have visited either department stores or wholesale houses, and wandered through them with your eyes constantly studying the price cards and display signs, pausing now and then to glance at the goods offered, when price and kind happened to interest you. The same rule holds good when you visit stores like yours.

The great majority of people have forced the habit of being influenced, either by will or by suggestions, and psychologically, it is the law of suggestion that is put into practice by display cards which set forth attractively the propositions which you as a dealer have to offer.

In your particular line, and in fact, with all lines, the customer is sure to be influenced by two very important things—PRICE and QUALITY—and these should always be brought out forcibly in your display card advertising. The right word in the right place, will help the customer to decide that he or she has at last found the farm implement.

I believe, too, in changing the style of these price and announcement cards occasionally. You should, of course, be careful in the choice of colors. The glaring

red gives an idea of cheapness in quality which is not desired. The soft tones are much more preferable for many reasons—they are more dignified, neater and do not affect the eyes of customers who spend considerable time in your store. Violet and white, blue and white, white and black, white and green, green and brown,—all of these will make neat and very attractive combinations for such work.

Every large store, no matter what line is carried, if there is more than one floor or department—a business card with a directory of your store on the reverse side will prove very profitable. These may be placed in piles on a small table near the entrance of your store, and either passed out by a boy or girl, or a card placed on the table inviting customers to take one. Such a directory, giving the floor and department where the different kinds of goods are kept will save the customer considerable time, and also save the time of your clerks and salespeople. Many stores have such directories posted throughout the building, but the little card is much better as customers may hold them in their hands and be guided by them at all times.

Another very good plan for business men to practice, is that of departmental advertising. It makes very little difference what you sell, there are always departments. Every business has certain specific lines, and if these lines are featured in your advertising for two or three months, with set headings but frequent changes in the body matter, you will find that your customers will appreciate the idea—of course like everything else, the plan must not be adhered to forever, but the idea is good and worth giving a fair trial.

Salesmen, too, should realize the importance of helping a customer decide. It is not an easy thing to do, for it requires a great amount of tact and diplomacy. Many customers would as soon shop as eat, while some others would almost as soon take a trip to Hades or some other shaded country—so there you are. The salesman must be wise and study the temperament of each individual customer the instant he approaches him. There are timid customers, to whom suggestions as to what they may need should be made, and there are forward customers with whom there should be a few advances and in fact nothing except courtesy or they will have you showing them stock all day—these are the undecided customers to whom it is well to direct a few questions in order to ascertain the kind and quality of goods wanted, then make suggestions to them as to what they should buy.

Still another important feature, is that of putting one of each variety of goods in full view of the customer and within easy reach for examination. For instance if there happens to be five makes of a certain line of goods, a sample of each make should be in the foreground and the stock of each placed in the rear. All of these things aid wonderfully in bringing about sales, and it must be remembered that the quicker a sale is finished the sooner a clerk has an opportunity to wait upon another customer, consequently fewer lost sales will result.

The correct selling system will embody all of these details—drill upon them until there is at least some degree of perfection.



PLATE No. 4501. DISPLAY BY H. O. NADLER FOR B. F. GOODRICH RUBBER COMPANY, NEW YORK CITY.

The country's biggest manufacturers are rapidly catching on to the tremendous advertising value of the show window. This illustration shows but a single product of the great B. F. Goodrich factories, but it is handled in such a clever and artistic manner that the advertising this particular product received from the display undoubtedly

surpassed the expectations of the executives. The background was made of composition board covered with grey agate paper. The floor was covered with artificial grass matting with a border of white garden pebbles. Daffodils were shown in bloom. The water effect was made possible by the use of strings running from nozzle of hose.

Talk on Poster Work

Poster work as taught in the school directly, related to show card design and window display — Every effort now being made in art schools to give students best possible training in this subject.



By Agnes Van Buren

Instructor, Junior High School, Grand Rapids, Mich.

HOW can "Poster Work in the School" be related directly to Show Card Design and Window Display?

The first thing that we emphasize in the commercial art work is the fact that *good legible lettering* is very important in advertising, in fact, it is the foundation upon which advertising is built. This depends upon the uniformity of letters in size and spacing. Does this not apply also to Show Card work? If the lettering is so small and weak that it cannot be read distinctly at quite a distance it certainly defeats its purpose.

The next thing considered is the relation of the shapes formed by the printed work to the *background space*. All of these shapes must be well related and in good proportion so as to form a good composition. The background space is a very important consideration of both the Show Card man and the window display man. Too much cannot be said about this

one feature, which is really the frame work and the lining of the window.

The same rule applies to these backgrounds as that of the poster. All things placed upon the background must be related to it in form, spacing and in color and must be more important than the background, unless you wish to call special attention to the background. For instance if you have for your background mahogany paneling, large columns, bright vases, large bouquets of artificial flowers, flags, eagles, etc., and wish to place in this same window the latest styles in coats and dresses, these "stage settings" will be constantly demanding so much of your attention that you will have difficulty in finding the "newest things in coats."

This law of backgrounds must not be violated—"All backgrounds must be less interesting than the objects which are shown upon them." We should also remember that we *must have a background*. In some



PLATE No. 4502. DISPLAY BY CHAS. W. MORTON FOR WEINSTOCK-LUBIN CO., SACRAMENTO, CALIF.

windows the background spaces are so few that we fail to see them. Too many things are crowded into the windows. The eye can take in just so much and after that things become vague and indistinct. If the window display man were not handicapped by his employer who wishes to show all of his wares in a small space at the same time, he might have a chance to make a better composition and one which would be an advertisement for his employer's goods.

Another step in the making of the Poster is the *Decoration*. This must bear a very close relationship to the lettering, in fact the lettering should form a part of the design. This applies directly to the Show Card designer. In many of their designs they introduce birds, flowers, vines, heads, etc., which are entirely out of harmony in shape, size and form with lettering and background spaces. When you do use designs in connection with lettering, be sure that it does not stand out conspicuously and cause you to look at it and wonder, "Why has this object been placed on this card?" Be sure that whatever decoration you do use helps to lead the eye directly to the words to which you wish to call special attention.

The placing of the show card in the window must also be carefully planned as to size and color. Do not place a small show card in the center of a very large window.

Simplicity of statement is another very important thing to be considered in posters as well as show cards.

Eliminate all decoration which tends to weaken it. To be a success it must gain the attention of the public and create in it a desire to look at it and then look again.

In designing letters for window cards make note of the number of lines of lettering to be displayed and make rough thumb nail sketches and then increase the best one to the desired size.

In class work we arrange these lines on strips of paper and move these strips around on the required space until we secure the best possible arrangement for lettering and background.

Principles of Balance

We keep at first to the bisymmetric arrangement—a balanced arrangement on each side of vertical center. This is much simpler and stronger than the unbalanced arrangement.

In the advanced classes we take up the problems of occult balance or a felt balance. In this we call attention to *Center of Interest*. All movement must be towards the center of interest and balanced in mass and color. This principle of balance is also an important feature of show card work and window display. If a window arrangement is not well balanced in color and sizes it will appear very much confused.

Lastly I wish to speak of color, which is really one of the most essential, if not the most vital thing for the advertising man to know about since color is one of the arts which appeals most directly to the eye.



PLATE NO. 4503. DISPLAY BY P. S. WILLIAMS FOR SCRUGGS-VANDERVOORT-BARNEY, ST. LOUIS, MISSOURI.

This window showed a well known line of porch shades and summer furniture. The shades were of solid green, green and white. Six shades were shown in this display and three beautiful pieces of wicker furniture were used. The furniture was tastefully arranged.

A few golf and tennis accessories were carelessly arranged about the display and the use of palms and ferns helped to bring out the effect. The furniture was decorated with a purple design with purple flowers. A large green and gold grass rug covered the floor.



PLATE No. 4504. DISPLAY BY E. F. GILLEN FOR L. A. WITHERILL, INC., SYRACUSE, N. Y.

Art of today revels in strong color. Of course, the printing of colors is expensive but if the ad be so good as to stand out from all others, it will pay for itself many times over.

In out-door advertisements it is well to know that yellow is the piercing, travelling color and is twelve times as strong as purple, which is a shadow color.

Bright red is a very exciting, aggressive color and you can secure a very brilliant effect by using a red background with a few black letters and a few white ones. This is not always a good color to use for a background as it calls attention to itself too strongly. If we give a reader too much of a shock it may have the opposite effect than that which is desired. He may not care to look again. It would improve the red of the background to neutralize it. Orange has much the same effect.

Green which is made up of yellow and blue is a restful color—a fact which is clearly shown by its use in nature. We use green which is the complementary of red to subdue the warm red and orange colors.

The binary colors, green, orange and purple, having each two of the primary colors (red, yellow and blue) in them, offer a little more variety.

Another important quality of color to the advertiser is its *intensity*, which refers to the brilliancy of the

color. Do not make the mistake of using too much intense color in advertising as this would be very tiresome to the eye. If we do wish to use *intense* color this can be done by using its complementary color and black and white in large masses. For example the complementary colors blue and orange may be used together in full intensity when separated by black and white or gray, or they may be used together if one of them is half neutralized.

For quick experimental arrangements we have found that *colored paper* is a good medium to start with because of its flat decorative shapes. It carries better, and eliminates all the detail, and tells the story more directly.

For a final test, the poster is placed on the wall and inspected from a distance to see if it carries well. If it answers this requirement and is striking enough to call attention to itself we may call it a success.

In the present day when so many good designers have entered the field of commercial design we must have an unusually good ad to attract even passing attention. Advertising, whether it be poster work, show card printing or window decoration, is with us and has come to stay. For this reason every effort is now being made in the public as well as the private art schools to give students the best possible training in this subject.

Photographing Your Displays

Many photographs of excellent displays eliminated from various competitions because of poor photography—A few valuable suggestions regarding the placing of merchandise and camera—Examples of good and bad photography.



By Carl W. Ahlroth

YOU may think you can now, but after you have read this article and gathered a few suggestions from it, you will then be able to place your merchandise for a photograph, also have the camera placed correctly. This is a difficult subject to explain on paper, but it would only take a few minutes of explanation in front of a display window in order to show how you should photograph your displays and place your merchandise.

First: If you take photographs in the early evening while lighted cars are passing on the street and everything is illuminated, cover your window with a large light proof cloth—red is the best color. Place same on poles or tripods so that the entire space of window which is to be photographed is completely covered by the cloth, so that no reflection from the

outside is visible in this space. Photographers stand at different distances from the display, according to the size of display and make of camera, but sheet should be held right back of camera shielding window from lights and reflections. People may walk between camera and display. As long as they do not stop this does not interfere with taking the picture.

Again, some photographers use a wide angle lens and get right up to the plate glass, still others wait to take pictures till after midnight when cars are stopped and all lights are out. Then they do not need a cover for window. The length of exposure is up to the grade of camera and the illumination in your windows. The brighter the light the shorter the exposure. Now, coming to the focusing of the display: Get center of display always, trim your displays from



PLATE No. 4506. DISPLAY BY CARL W. AHLROTH FOR UNION CLOTHING CO., COLUMBUS, OHIO.



PLATE No. 4507. DISPLAY BY CARL W. AHLROTH FOR UNION CLOTH ING COMPANY, COLUMBUS, OHIO.

center to where your camera will stand or where you know it will stand when the picture is to be taken. This is the big important, successful method of getting well balanced photographs of displays. Try this experiment, for instance: Stand about seven feet in front of the center of your display window, if you have a square box window and your display is trimmed from center. Everything should balance providing you have placed merchandise correctly. Now move a couple of feet to either side of center and you will notice your display is entirely thrown out of balance. Do not have any merchandise or cards cut into merchandise or objects in the rear ground of display. Have everything appear clear against background. Try this and the experience will increase your display efficiency and the results produced will increase your photographic value to an unimagined degree.

The first illustration shows display to fine advantage and is an example of good photography, while the second illustration shows defective photography. In the latter case, my regular photographer was unable to personally look after the work and sent a new man in his place. As may be readily seen the latter did not cover the window properly. The reflection of building across the street is easily seen and many other defects which help to detract the many good points this photograph contains.

We want fair competition in our organization and many defective photographs shown at conventions are wholly due to the ignorance of photographers and display men in taking the picture of the display. It will greatly benefit you to give attention to photographing your displays.



Modern Window Display

Window decorating has undergone radical change during past few years—Simplicity in setting and merchandise arrangement now the policy—Displays designed to sell merchandise—Examples of displays designed to create publicity.



By George A. Smith

IN THESE days the men who choose display managing as a vocation soon discover it to be a profession that requires ingenuity, originality and a great deal of study and hard work.

The display manager must be able to plan and work out, in addition to a variety of decorative schemes for windows, attractive interior exhibits with their accessories, including booths for demonstrations and other purposes and elaborate settings for Fashion Shows and such events. In some cases also he is required to plan and execute floats for out-door parades,

etc. He must also be able to perform a variety of other duties which call for skill, taste and ingenuity. He must, moreover, possess a wide knowledge of merchandise and be well informed as to sales-plans and their execution.

The display manager who makes a thorough study of his work and finds pleasure in it is the one who is most likely to succeed, but, as in any other vocation, full proficiency usually comes from study based on due training and a thorough understanding of the underlying principles of the profession.



DISPLAY BY GEORGE A. SMITH FOR U. S. RUBBER COMPANY, NEW YORK CITY.



DISPLAY BY GEORGE A. SMITH FOR U. S. RUBBER COMPANY, NEW YORK CITY.

The style of window trimming has undergone a radical change within recent years. The approved type of display is not so elaborate as it formerly was. Simplicity, both in the setting and in the merchandise arrangement is now the policy of the more progressive concerns. The display manager's problem has thus to a great extent been simplified; though the chief aim of the display manager being to present the store's merchandise in as forceful and attractive a manner as possible, he must constantly be on the watch for original ideas and new and progressive methods.

The settings adopted at the present time differ greatly from those formerly in favor. Even as late as a decade ago, window dressing was an entirely different proposition from what it is today. At that time the lack of decorative appliances compelled the window dresser to rely on his own ingenuity and cleverness for practically everything utilized in his displays.

Cheesecloth, for example, was in great favor and was used to an almost unlimited extent and in a wide variety of colors. But the "cheesecloth artists" are no longer in demand.

Mechanical Devices Less Favored

Mechanical devices, which formerly were so popular, served their purpose well. They were effective

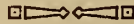
in attracting crowds to a window. Many of the more thoughtful merchants, however, long ago began to question the advisability of using mechanical displays. They recognized the wide difference between a curious crowd and a crowd interested in merchandise. The retailer of today aims to make his window create this latter kind of interest, and therefore strives to have his merchandise made the leading attraction. Furthermore, it is one thing to arouse casual interest in the merchandise and another thing to create a desire to purchase.

This is achieved by presenting the merchandise in a natural and artistic manner, among settings appropriate to the time and the occasion, as well as to the merchandise. And it is in the production of displays of this character that the most successful display managers and window decorators excel.

Several examples of effective window displays especially suitable for nationally advertised goods are shown in the accompanying photographs. These are original conceptions and strongly feature the merchandise displayed. While these displays were not meant to convey the same impression as displays in department stores, yet they offer many good suggestions that can be adopted and put to use in displaying general merchandise in department store work.

Outfitting the Modern Store

Third of a series of articles on the subject of store outfitting and arrangement—Showing how the modern store is equipped in the most up-to-date manner—Thedieck's department store, Sidney, Ohio.



By Geo. F. Cooper

FOR years Thedieck's department store, located at Sidney, Ohio., was considered one of square dealing, and the city's leading store, and now, to retaining its enviable reputation for honesty and quality, is the foremost store in Western Ohio.

The Thedieck Department Store Company has just completed the erection of its new home, and in striking architecture it ranks with the most artistic mercantile buildings in America, while in dependability of merchandise, reputation for fair dealing, satisfying variety and service, this new store need acknowledge no superior anywhere. The imposing front of white tile at once impresses the observer and prepares him for the spacious and beautiful interior, with its rich mahogany finish.

The front is of the recessed arcade type, with about 140 feet of windows. The center window is

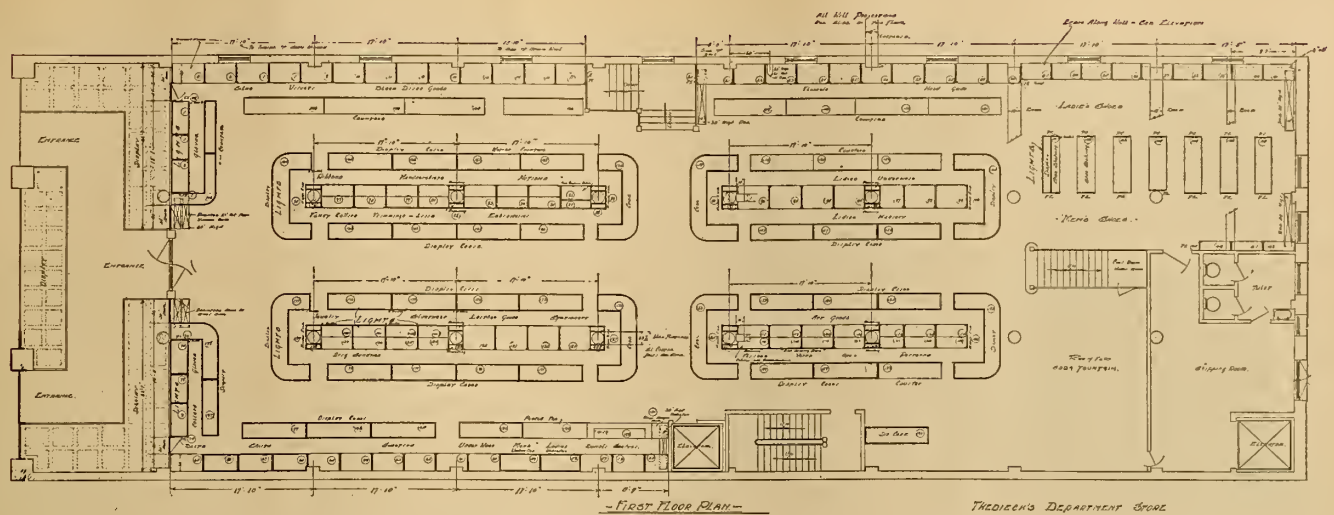
isolated from the other two, with entrances on both sides into the tiled arcade, and thence to the vestibule. The window flooring is of hardwood oak, while the background is finished in mahogany. French plate glass eight feet high is used in front, above which is a broad transom of prism glass. Four ornamental globes illuminate the front.

Throughout the interior of the entire store, all fixtures, permanent woodwork and display and floor cases are of rich mahogany, the only exception being the basement, where the tables, counters and shelving are fumed oak.

This building is fire-proof in construction and is the final scientific conception of a positively fire-proof structure. Only steel, brick and plaster on metal lath, have been employed in the making. The floors are of concrete, over which cinders were laid and covered



THE ABOVE ILLUSTRATION GIVES BUT A VAGUE IDEA OF THE ENORMOUS FLOOR SPACE AND



PLAN OF FIRST FLOOR OF THE DIECK DEPARTMENT STORE, SIDNEY, OHIO. PREPARED BY G. F. COOPER

with hard maple flooring. Windows have steel sash, and wire glass is used as a fire retardant in all places exposed to a possible conflagration. Elevators are enclosed in fire-proof towers, and stairways, likewise inclosed, are of steel with cement treads. Inside and rear doors are covered with steel and entrances to elevator shaft and boiler room are equipped with automatic devices to immediately prevent spread of an accidental blaze. Three thousand people can stand on any floor without taxing one-fourth of the holding capacity. Thus strength and safety have been thoughtfully considered in the building.

The spacious center aisle, of the main floor, creates a most favorable first impression. On either side in mahogany cases, many electrically illuminated, are the

attractive stocks of Silverware, Jewelry, Leather Goods, Veilings, Neckwear, Dress Trimmings, etc. The entire west side of the second section is devoted to Hosiery. To the west are the patterns and decorative linens.

Ideal daylight is obtained from a row of windows on the west side for the proper display of Dress Fabrics, Silks and Linings, of which very extensive stocks are carried. On the opposite side are Ribbons, Handkerchiefs and Notions. White Goods, Table Linens, Muslins, etc., compose the second section, and to the right, Knit Underwear, of which few stocks outside of New York City and Chicago are as complete. Attention is called to the halftone illustration below and to the first floor plan.



MODERN CONVENIENCES OF THE NEW THE DIECK DEPARTMENT STORE, SIDNEY, OHIO.



MILLINERY DEPARTMENT OF THEDIECK'S DEPARTMENT STORE,
SIDNEY, OHIO.

The vast space allotted permits the showing of a great variety of merchandise, and affords the shoppers an opportunity to save considerable time in going to other floors. The Thedieck store building represents a floor space of 45,000 square feet, every one of which is consumed to accommodate the shoppers.

Located in the rear of the east aisle on the main floor, high-grade footwear is featured and to the left of the east aisle is the exclusive men's shop. In special cases all lines of men's furnishings are represented.

The Thedieck store especially excels in women's and children's ready-to-wear apparel, carrying extremely large and diversified selections. Wardrobe cases hold all the garments and furs. These lines are on the second floor. Triple mirror booths and doors enhance the beauty and utility of the cases in this section.

On the third floor millinery is displayed in handsome, mirrored mahogany wall cases, while the reserve stock is carried in large drawers. At the rear of this floor are located the alteration rooms. Extensive stocks of rugs and carpets are handled on the third floor, this department also being equipped for the making of window shades, sewing carpets, etc.

The members of the Thedieck Company take particular pride in the basement, and this is a well-paying investment and one of the largest and best basement departments in Ohio.

This store is thoroughly equipped in the most up-to-date manner. The inter-communicating telephone system gives instant communication with every department. Heat is provided by the Vacuum Heating System, and the artificial light is given through high power nitrogen lamps encased in frosted ornamental globes. A pneumatic cash system serves twenty-five stations. The receiving room is at the rear of the store and stock room for reserve stock is on the fourth floor. Parcel and wrapping counters are provided main and second floors and basement.



DISPLAY BY WM. G. WARNER FOR D. S. KOMISS & COMPANY, CHICAGO, ILL.

Notes from New York

Women replace men as assistants to display managers—New York's first woman display manager is Mrs. Eva Wolf—Mr. Brink plans novel background treatment—July merchandise scarce—"Greenhut-Gimbel" sale nears close



By F. F. Purdy

THE young display managers' assistants are gradually filtering into the army and navy, leaving a problem up to the heads that is beginning to assume definite form. The question is,—With the progress of the war, where is the supply of display managers' help to come from? We understand that Mr. Nathan, display manager for Jordan, Marsh & Co., Boston, who was here last month, has been trying out a couple of girls. Mr. Cronin, of L. Bamberger & Co., Newark, is also reported to have two or three girls in training. Girls are running elevators in larger numbers in department stores, as well as other new work, and it may be they will be found adapted to some descriptions of the labor to be performed in the display managers' department. An observing display manager here gives his views on the question thus:

"I think girls would do very well trimming cases. Their employment depends perhaps on the extent of the display manager's staff. Where there are enough

hands to carry the fixtures back and forth it will be easier to employ girls, for carrying fixtures around is not adapted to them. The girls are all right dressing forms, preparing figures wearing coats, dresses, suits, blouses, neckwear, sweaters, bathing suits, etc.; also arranging veils on hats, putting the feminine touch on the arrangement of rooms, with bric-a-brac, flowers, etc. For ordinary drapes, silks, dress goods, etc., I do not think they are 'there.' Speaking of dressing forms, Mr. Schmehl always had a girl down at Greenhut's for that very purpose, so it is nothing new."

Right in the midst of the first year of the women's vote, women getting into war work and new kinds of jobs, and the discussion of the pros and cons of woman assistants to display managers, comes the news of a new feminine display manager—and "made over night" as it might be said. That would not be right, however, for Mrs. Eva Nagel Wolf, the successor of Mr. Rossiter at Lord & Taylor's, is a versatile woman,



PLATE NO. 4508. DISPLAY BY OSCAR R. BLATT FOR NEWMAN-MARCUS COMPANY, DALLAS, TEXAS.

This very rich and artistic display was arranged by Mr. Blatt for the early fall opening of the Newman-Marcus store. The background was hung with rich tapestry with the Japanese motif of golden tones and iris predominating, harmonizing perfectly with the hand-made

Japanese lanterns. This display was one of two arranged with similar settings during the opening. This window was costumed in white, while the second window was in taupe tones. The Japanese foliage shown on background was the same color as the tapestry.

a writer, illustrator, designer and several other things. She has never before been a display manager, but being quickly adaptable, is now quite well settled in her work.

How Mrs. Wolf approached her present post with Lord & Taylor interested the writer and will interest our readers, and this, it seems, is how it came about: Mrs. Wolf for five years was the editor of the "Woman's Section" of the Philadelphia Press, a section of eight pages devoted entirely to women's interests. In addition to editing it, she wrote all the fashions and art criticism and a lot of other things, including some illustrating. But things are changing, women are getting a more general outlook, and do not have to be fed a special brand of diluted feminine pap in the newspapers. They can "eat meat," just like men. So out went the "Woman's Section" of the Press, and Mrs. Wolf with it. Coming to New York she connected with the advertising department of Lord & Taylor, principally as consulting assistant to the advertising manager, which grew into an advisory or consulting relation to the display manager, Mr. Rossiter.

Mrs. Wolf has some ideas on this department, and she happily terms window display "intensified advertising." Get that word "intensified," boys, for it is good—the essence, boiled down, the nub, kernel, etc., of the thing. It is exactly what window display is. Her interest in this branch evidently grew, which may have

irked Mr. Rossiter a bit, all unbeknown no doubt to Mrs. Wolf, for it would be somewhat beyond most display managers to deal precisely and clear-mindedly with a consultative auxiliary of his own sex, to say nothing of femininity. So all of a sudden we hear of Mr. Rossiter as in charge of the scenery and backgrounds for a purveyor of moving pictures, and we should not be surprised to hear of him later as a moving picture king.

Hence Mrs. Wolf was appointed to take charge of that department, and is going ahead in it. Some of the windows at this writing have more of a merchandising even than artistic appeal, with a floor covering of oval Colonial rag rugs for a rather low setting of men's and women's wearing apparel. Mrs. Wolf has scented from afar the possible diminution of the supply of young men assistants, some of them already being in the draft, and she has started a couple of girls on the road to take their places when the time comes, feeling that with the aid of porters they can eventually do their work. There are 33 windows to be changed once a week, ten of them changed twice a week. She recently designed a new, farmerette costume for the house and had them made up in various combinations, one of them with the introduction of cretonne. Half the Fifth avenue front came out in a display of these goods and a lot of yard goods was sold as a result.

Before the opening of the Food Conservation Ex-



PLATE No. 4509. DISPLAY BY LESLIE A. SLACK FOR A. LIVINGSTON & SONS, BLOOMINGTON, ILLINOIS.

The details of the scene do not show clearly the old weathered fence done in brown tones, with rusty bolt heads and iron straps. Sand covered the floor and a number of sea shells were scattered about. The boy is shown in the act of exhibiting a shell to adult figure, while the girl is represented as waving to figures in the water.

The standing figure was attired in a bright green suit trimmed with white, while the figure sitting wore blue trimmed with white. All scenic effects and work in this display was designed and executed by Mr. Slack. The sea fence was painted on composition board and cut out. The bolt heads were cut out of 1x1-inch board and then painted.

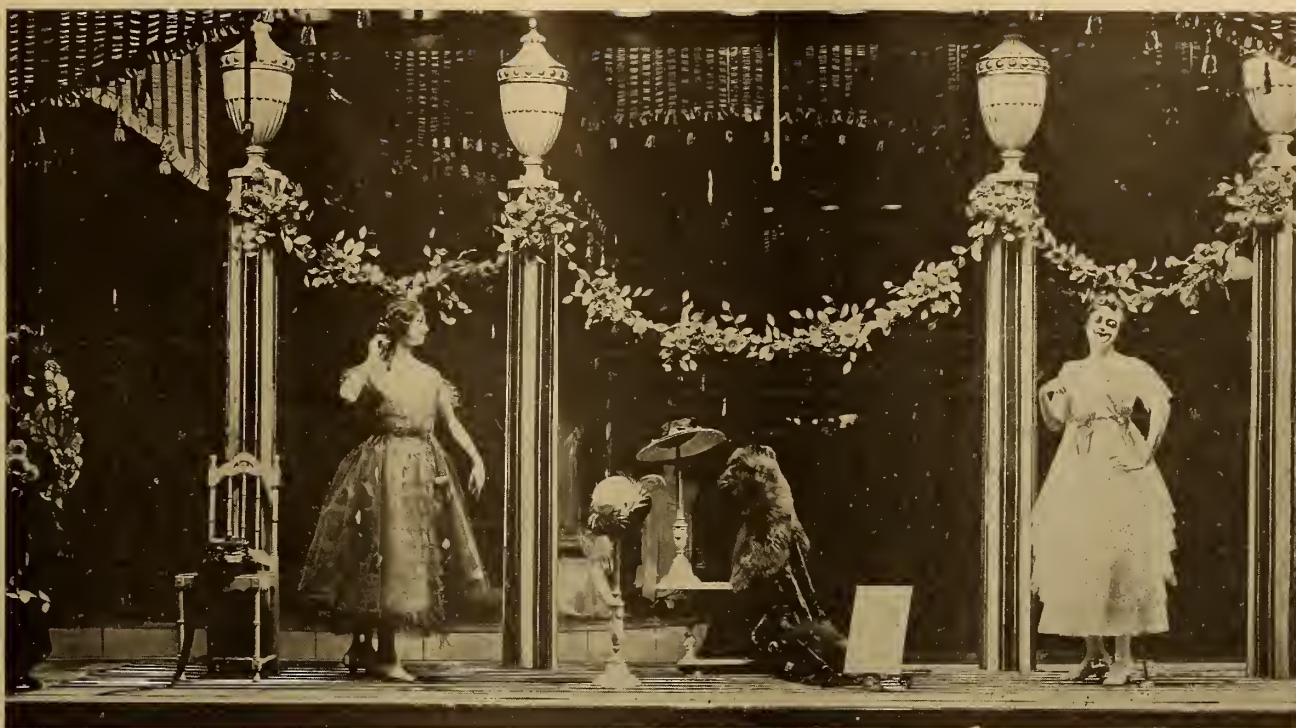


PLATE No. 4510. DISPLAY BY JACK CAMERON FOR HARRIS-EMERY, DES MOINES, IA.

position at the Grand Central Palace June 14 Mrs. Wolf had in a window in which one of Uncle Sam's soldiers was a central figure, accompanied by a sign indicating that the window contained all the food of various kinds that he would eat in a year. A big packer contributed the haunch of beef, a milk company the cans of milk, and provender of every kind was displayed in the window, the lettered suggestion being made that if the amount in the window was multiplied by as many times as there are soldiers of America in France, the observer could visualize the great total of foodstuffs needed for the army—not a bad idea.

It will be interesting to observe the operation of a bright woman's mind in dealing with the problem of the show window. A woman at the head is a new idea, and the pioneer will have as fair a deal in judgment of her work from the display managers of New York as from the management of her house. Results count, and while no one can correctly prophesy the outcome of such a new and interesting experiment, it may be we shall see something valuable.

The display managers who won the prizes offered recently by the Retail Dry Goods Association of New York for the best windows in the recent competition for displays in the War Savings Stamp contest have received their checks and express themselves as much pleased with the results. These checks ranged from \$50 to \$250, and were offered and paid by the Retail Dry Goods Association. Our display managers, by the way, are in receipt weekly from the government officials of cards, suggestions and material regarding

all the campaigns for bonds, W. S. S., food conservation, etc., that are put on from time to time, and they are all loyally co-operating with the government, as are their houses. The department stores have given some of the most valuable publicity to the various campaigns that they have secured from any source. The Food Conservation Exhibition at the Grand Central Palace beginning June 14 had some excellent windows in the various department stores that did not a little to excite the public interest.

Mr. Trewhella's Window

Mr. Trewhella, at Best & Co.'s, has a map about 15 by 18 feet in size in a large 35th street window, an imported English map, which is changed daily, showing all the important points gained and lost by the Allies, four different colors of pins showing the date of the offensive. It is well that this is on a side street, for the crowds of appreciative observers would be too large for Fifth avenue and the Best trade.

Thorkild Larson, at Price & Rosenbaum's, Broadway, Brooklyn, is right in his old swinging gait again in the big stretch of 125 feet of solid running window space, quick to take hold of the possibilities of each season in merchandise and of each patriotic drive. Mr. Larson has been putting in some fine windows lately and his work is an asset to Broadway, as well as to Price & Rosenbaum.

Oppenheim, Collins & Co. started an innovation last month, borrowed no doubt from Wanamaker's. In each store the day's work is begun with the whole force singing patriotic songs, with the aid of piano,



PLATE No. 4511. FALL DISPLAY BY C. R. MORGENTHAUER FOR NEWMAN'S, JOPLIN, MISSOURI.

The scenic screen used here was placed in order to avoid covering the entire permanent background. The screen was finished in a light brown and at the top a lattice arrangement was decorated with sprays. The bottom of this panel and also the narrow panel beside the bottom

were covered with a light tan felt. The large center panel held the screen. The floor was covered with felt, the same color as that used on the side panels of the screen. An abundance of fall foliage and fruit was used and greatly enhanced the display.

and starting out with a zest and cheer that is well worth while. This is a practice that should make for an excellent shopping "atmosphere," and may well be passed along in New York and elsewhere.

On July 1 Mr. Brink, display manager of Saks & Co., left for his summer vacation of a fortnight at Skyline, in the Blue Ridge Mountains of West Virginia. Before going he laid all the plans for a new background for the Saks windows, which he has decided upon for a special shade of gray—two-tone. Gray is becoming recognized by an increasing number as best adapted for window backgrounds, as not having the tendency of dark backgrounds to enhance reflections, eliminating the mirror effect to a great extent, and setting the merchandise off to best advantage besides. The design will be plain and chaste, and in no way effeminate, with the men's wear in view. There is a special design for the jewelry and beaded bag window, which will be an improvement on the present window setting of the jewelry window, which is one of the biggest selling windows in the country. The few days that merchandise happens to be out of the jewelry window makes a very marked difference in the sales of the department. It is noticed that jewelry and bags, one or the other or both, are practically always in place in that particular window. The new backgrounds will be of a refined type without extraneous ornamentation. They are now being constructed, and will be put in when Mr. Brink returns from his vacation.

The passing of Greenhut's was closely linked with the Gimbel business in all ways. For one thing, display manager Hopkins spent the best portion of three or four weeks down at the Greenhut store, where the fixtures, etc., were being auctioned off, and he secured a great variety of useful commercial appliances, including showcases, tables, counters, shelving, kitchen equipment for restaurant, electric fans and other accessories, not forgetting every fixture in the stock room; in fact, the Greenhut stockrooms had just been newly fitted up, showing how suddenly the resolve to discontinue business had been taken. Thus Mr. Hopkins secured a fine lot of practically new stock room fittings. Everyone remembers the big gilt statue of Liberty presiding over the central fountain. Somebody bought that with the idea of presenting it to the city. Mr. Hopkins had carte blanche to buy everything useful to the Gimbel establishment, and the bidding on same, after selection, and then hustling their prompt delivery up-town have kept him busy. At this writing the "Greenhut-Gimbel sale" is still going on, for business is lively and it has been a great event. Some plays run six months, with a continued demand. This sale has had a good run, but will no doubt shortly be concluded. The transfer of the stock to and its sale by Gimbel was one of the greatest merchandising transactions of New York.

This reminds one of the July clearance sales. The stores that have merchandise to "clear" are fortunate. Merchandise is scarce and for many months buyers

have been anxiously searching the markets, not only for July goods, but for fall season merchandise generally. The old department store practice has been reversed. Instead of sitting on the lid, as usual, merchandise men in progressive stores have been allowing buyers to go ahead and buy merchandise for their needs and to anticipate their wants on good stock to a considerable extent. This is not only a wise, but unavoidable course, for in many lines buyers will have to keep right after their goods to get them in hand. The stock looks mighty good to them on their shelves. They were rushing deliveries of many things in June wherever possible, to get them started before the increase in freight rates that went into effect the latter part of the month.

Patriotic Campaigns

The middle of June an exposition began in Grand Central Palace to demonstrate the potency of the proper and economical use of foodstuffs to co-operate with the government in feeding its people, its soldiers and the soldiers of the Allies. Several stores, notably Gimbel's, had excellent windows in support of the interest in this exposition.

DeVausney's Red Cross Display

During the campaign for more Red Cross nurses, Charles DeVausney, display manager at Namm's, in Brooklyn, put in one of the best windows of the famous series he has been running for over a year—every one a striking and patriotic display. Here was a strong appeal for nurses. As a background figure was an idealistic Red Cross figure of heroic size, all in white, with the red cross at forehead, while behind, aloft was a blazing red cross in electric lights. This heroic size figure was gazing benignantly upon a well-dressed working girl, who appeared to have just happened along, and who evidently was asking questions regarding her entering the service, while each gazed into the other's eyes. Further to the front a nurse was bending over a wounded soldier, both in very life-like situations as she was ministering to him.

The signs and accessories were of strong appeal to young women to go as nurses, and they are invited to

go right in and enroll at Namm's, at a station therein. The management of this house has pursued an intensely patriotic policy, going much further than the general practice of stores would dictate. It has been practically a government station for every drive and public-spirited enterprise. Besides, the big arcade window has been teaching its lesson weekly, and developing the patriotic spirit of Brooklynites. Among the relics in the window mentioned was a German helmet from a soldier of the Kaiser's favorite regiment, lettered "Hohenfriedberg Anniv. 1745."

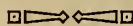
Big Convention Anticipated

Arrangements are practically completed for the annual convention of the International Association of Display Men at the Waldorf, July 8 to 11. A large attendance is anticipated. There will be the usual manufacturers' exhibition of fixtures and decorations, and speeches covering every phase of the display managers' field, including the timely topic of Capt. Louis Grant, of the Engineering Corps, on "How display men can help in winning the war." Among the speakers will be Jesse H. Neal, director of the Division of Advertising of the Federal Committee on Public Information, who will deal with the display men's share in promoting proper publicity in public events as they are brought forward; also talks and demonstrations by W. H. Hinks, display manager for John W. Thomas & Co., Minneapolis; Chas. A. Vosburg, display manager for the McCreery Pittsburg store; Clement Kieffer, Jr., of C. A. Weed & Co., the progressive Buffalo clothing firm; J. D. Hughes, of Saks & Co., Washington, D. C.; Charles F. Brown, of Leopold Morse & Co., clothiers, Boston; C. S. Nichols, of R. H. White & Co., Boston; J. R. Trewella, Best & Co., New York; Edward Munn, of Franklin Simon & Co., New York; Irving Schwarcz, of R. H. Macy & Co., New York, and others. The banquet will be held in the grand ball room of the Waldorf on June 10, with music and cabaret. There are other features, preparations of which are in progress, and which will contribute to making the whole convention a most marked and successful event.



How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

HERE is a collection of cards which should appeal to any men's wear store of the better class.

All are pen lettered—the English made Lehman pen being the pen used. American made music pens are inferior—have a “scratchy,” sharp touch, while imported brands are possessed of a “velvety” touch.

Careful manipulation of this pen demands color not too thick nor too thin, nor with too much mucilage in it and the avoidance of thin fluid inks, such as india, eternal or engrossing.

Card Number 1 is a brown card, white lettering; fillers above and below lettering light red; at the sides,

lavender stippled dots. “Fillers” under initials light red with tinge of green at side. Outline of panel white; curves at side white; triangular spaces light green, with lavender outline; hair lines at left lavender, with series of medium green dots.

Card Number 3 is a tan card, with cream lettering. Moonlight water color scene in panel is in natural colors. Outline of panel buff, shading at left and bottom of panel bordering on dark lavender. Horizontal bars, light green, cross hatched with light yellow and dark green.

Cards 4 and 5 are medium brown, white lettered, panels maroon with red outline on 4 and white on 5. Black fillers set in notches of outline of panel on 4, red on 5. Light green “falling leaves” with tinge of yellow and red on 5, with scroll in cream. Initial on 5, bright yellow, on 4 white; each shaded with black.

Card Number 6 is tan, black lettering, Japanese decorative ornament in panel outlined in white; geometrical lines at sides in white; wavy lines in lavender and green to match wistaria of insert.

Card Number 7 was brown with white lettering; curved line of dots, orange red. Ribbon of light green; four filler dots of red with green “splash” at side.

Card 8, Japanese panel at side with light green outline on dark brown board. Lettering in cream, curved lines at side of panel red.

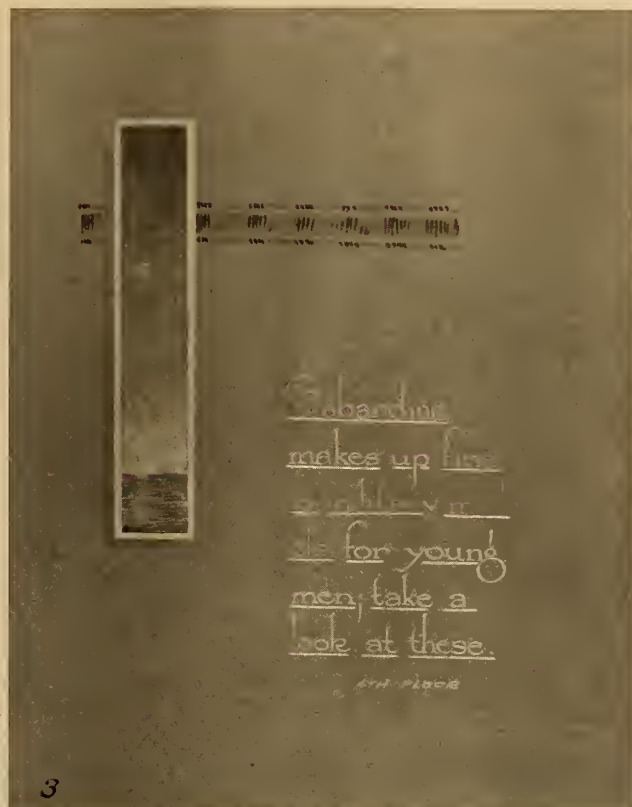
There is a type of store that will always prefer the big plug-ugly, great-slaughter, let-me-into-the-killing type of card. No use putting cards like these shown before a boss who wants the above.

It must be borne in mind that while a window may be artistic, it is not a work of art. It is a commercial proposition pure and simple, its sole purpose being to sell goods, call attention to them or “drive home” some particular thought.



light green. Ribbon in dark red. Firm's initials in white, brown outline. Inner circle light green, next medium green, outer dark green. The ribbon is relieved by cross hatches of white and black. Shading under and at left of ribbon, black. Spear lines at ends, light green.

Card Number 2 is a tan card lettered black; panel black, initials light green, interspersed with small



Some merchants will insist on an eight-inch diamond with a big plug figure on a woman's blouse, generally the blouse and card are both white, and the card is so large it covers the design of the garment. A little two by four ticket of gray or tan is a saving in expense and will not ruin the view of the blouse, but on the contrary enhances its appearance and increases chances of a sale.

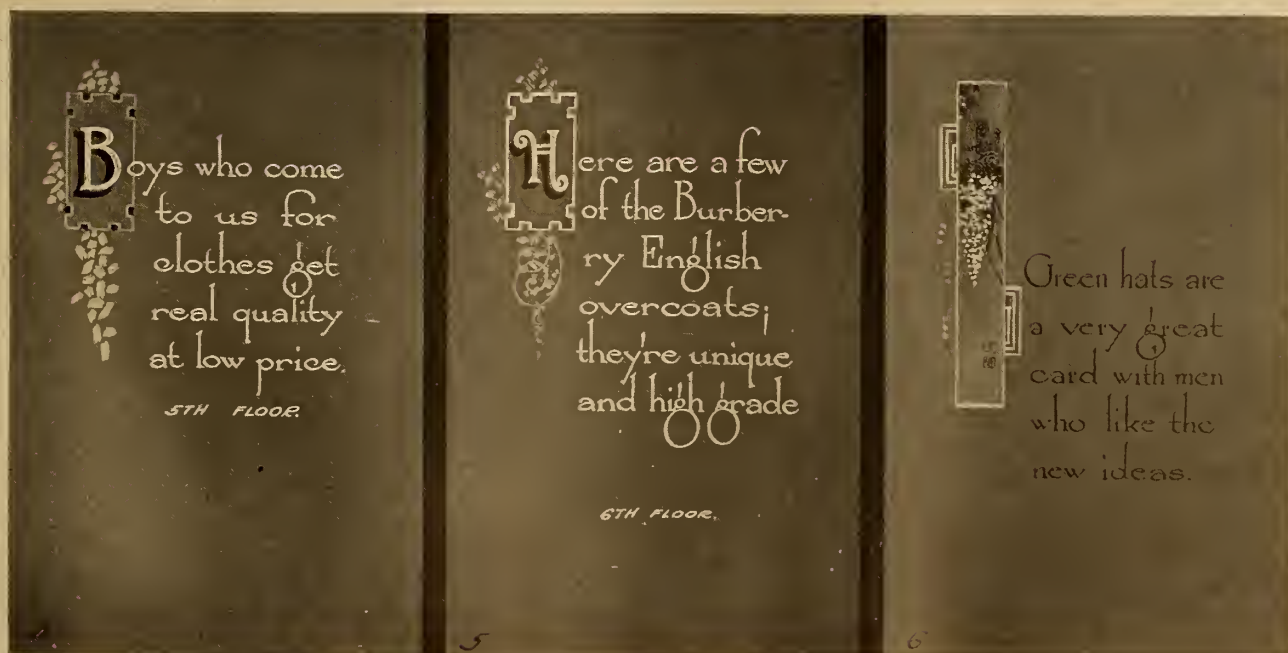
If I had a boss who wanted the big card, I'd give it to him, likewise if he told me to put his pet bulldog in the window I'd do it—and look for another place.

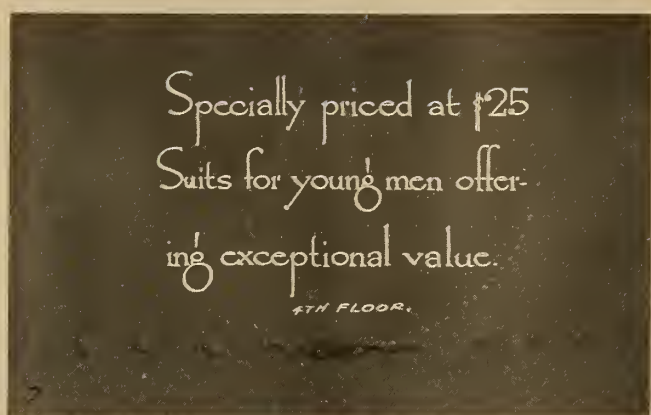
Take any dozen high-class display men, let them

put in their best window and each and every one would rather not have a card sign in it.

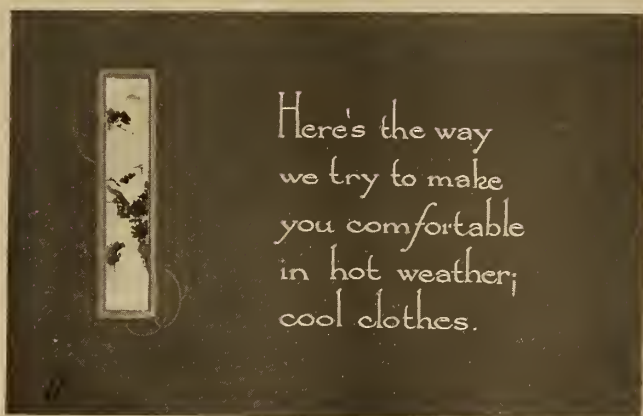
A sign is not a work of art—the best sign made cannot add to the appearance of a well trimmed window. If a man who trims a high-class window knows a sign does not add to its appearance from an artistic point, then by all means the card should be handled in such a manner as to “work” with the window and be executed in a genteel manner for a window that is genteel and in a more forceful style for hardware and other rough commodities.

One fault with many clothing windows is the pre-





ponderance of lithographed signs sent out by clothing, suspender, hat, shirt, trunk and hosiery makers. A raft of these signs ruin a window—neutralize each other so the advertising effect is lost. Another thing is the leaving of cards in windows or stock that are passe. There is not anything that looks worse to me than July sale signs up in August, or Christmas signs up in June. This last isn't an exaggeration, for I've seen it on State street in the heart of the loop.



It always makes me think the "dry rot" has set in—and there's no excuse for it.

If you paid a dollar for a card and think it is good looking—"kill it" when it is out of date and if you can't afford to get another made go into a dime store and get a checking crayon and make one—people will read it.

Tom Murray of "meet-me-face-to-face" fame wrote his bulletins with a wax crayon.

ROBERT I. MORTON, formerly display manager for Drennen Company Department Store, Birmingham, Alabama, has made the supreme sacrifice that liberty might live. He was accidentally shot and killed while serving the colors in France.

Mr. Morton joined the U. S. Cavalry at the time of the Mexican outbreak, and re-enlisted when our country entered the present conflict. He is survived by a twin brother also in the service, mother, father and a married sister.

Although Corporal Morton was accidentally killed his many friends are certain that he has done his share of the fighting and deserves all the glory due any brave lad who gives his life for his country.

The death of young Morton inspired S. Stuart

The Golden Star

WHEN he left us he was just a boy—a gentle, lovable, care-free lad—very much like you, but he has died quite manly in his khaki and as we recall him yesterday, good looks, there were tears behind our smiles and perhaps he'd want to be back—when he'd cleaned up "over there." And perhaps if you were there when he marched away, you may have noticed again how much he resembled you—*or didn't*.

SOMEWHERE in France Death touched him on the shoulder—a lay no longer, he turned and met him like a MAN—a golden Star blazed on our service flag and we who knew and loved him—*you*—do your boy, were unshamed of the tears that welled into our eyes and the grief that gripped our hearts. "Vengeance is mine," says the Lord—and even now "He is trampling out the vineyards where the grapes of wrath are stored"—and not with vengeance in our hearts, but with a grim determination let us resolve to do our utmost to smother the hideous Hunnish serpent that threatens to strangle the world in its insidious coils, that there may be as few Golden Stars as possible on your service flag—and mine.

SURELY we who are left here safe at home—under the protection of the same "Old Glory" that he went to fight for will not "slack" now. Let us look into our hearts and see what we have done compared to what this boy has given, what perhaps your boy will give. Can we—with their example blazing before the eyes of the world fall in our duty here? Let's just elixir at that Gold Star and make up our minds to work, save, sacrifice, to the end that we may bring nearer that glorious day when we can again say "God in heaven all's well with the world." Oh, you fathers who have sons in France or in the camps here at home, help them "carry on." You others who have neither sons nor self to give, how boundless is your debt! Each and every one must do his part that our crusade prosper, or our dead have died in vain.

In Memory of
CORPORAL ROBERT I. MORTON
Killed in France, May 16, 1918

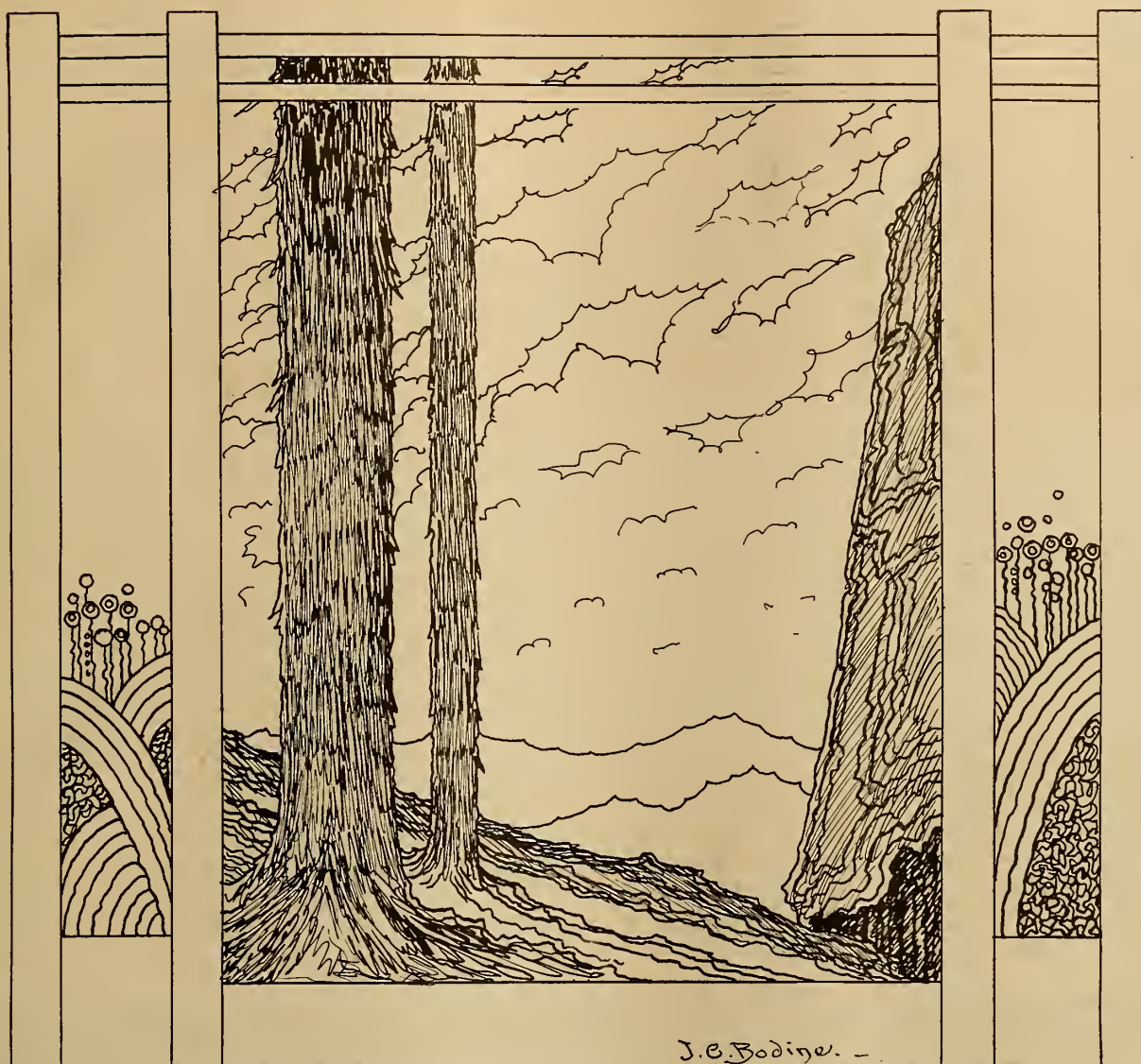
Riddle, advertising manager for the Drennen Company to write the ad copy herewith reproduced, in memory of Corporal Morton.

To the best of our knowledge his death is the first casualty among the many display men who are serving the colors.

Duffy-Powers Company Expands

BECAUSE of an unprecedented increase in the volume of business, the Duffy-Powers Company, Rochester, N. Y., has found it advisable to increase its capital stock from \$650,000 to \$1,000,000. By thus increasing the capital stock, additional working capital is being provided to take care of the growth of the business.

Stockholders of the Duffy-Powers Company will meet at noon on July 5th in Rochester to vote on a proposition whereby the board of directors will be authorized to issue negotiable six per cent bonds to an amount not to exceed \$350,000. When this proposition is accepted, the directors will be authorized to confer on the holders of the bonds the right to convert the principal thereof at par at any time after July 1, 1923, and up to June 1, 1924, into full paid common stock of the company at a par value of \$100 a share, this price to be for each and every share issued.



Background Suggestion No. 10

The cover design of this issue is especially made to offer valuable suggestions for decorations pertaining to travel week or vacation time.

The painting as per cover is to be made in soft blue, purple and green tones with warm gray-white clouds. The mountains and foot hills with a pine tree here and there will give good action to thoughts of the vacation trip.

The frame work for this setting should be made of wood, and after carefully following floor plan as here-with illustrated, paint as per design shown on front cover. The painting may be made on canvas or heavy muslin and then mounted to the frame. This setting affords plenty of opportunities for the use of cut-outs, and flowers and ferns would greatly embellish.

Troubles of the Beginner

A few valuable suggestions on how to overcome the many obstacles that befront the beginner—Win the confidence of the men you serve—Do not be easily discouraged.

By Roy H. Heimbach

LET US pause and consider for a moment our unfortunate brother display men that are unfavorably situated in positions that do not allow for their better display of ability. How quickly does the display man forget the old days once he passes the doubtful stage. Here is an overlooked class of workers that receive not enough help from trade journals, etc., for the reason that little is presented that fits their particular needs. Until he arrives at a certain height of the ladder he receives very little help from his educational papers. For instance, one authority makes the statement, "Get your velours and artificial flowers out and use them," which upon reflection brings but a smile of irony from this man. What he is interested in, is how to get the velour and artificial flowers—but nobody seems to care to tell him.

A short while ago I received a letter from a man in such a position, stating his working conditions and

asking for advice on overcoming them. I know I had the same things to overcome and experienced the same lack of advice. I answered the letter briefly, and thinking a public answer would do good for others in the same position, I asked his permission to reprint parts of his letter, which follow:

"I put in a trim of silk dresses last year—values from \$35 to \$75 per garment—right in the front center they made me display roller skates as a special. I begged them not to do it, but they plainly told me to do as they wished, as they were running their business. Since then I have put in anything without a murmur. They buy all the fixtures and three-fourths of them are of no value. In the men's clothing department I can never get them to press a suit. I am not allowed to unpin shirts and the shoe men will not stuff the shoes. It's a problem to me. I have never had a photo made of any men's displays for the reason

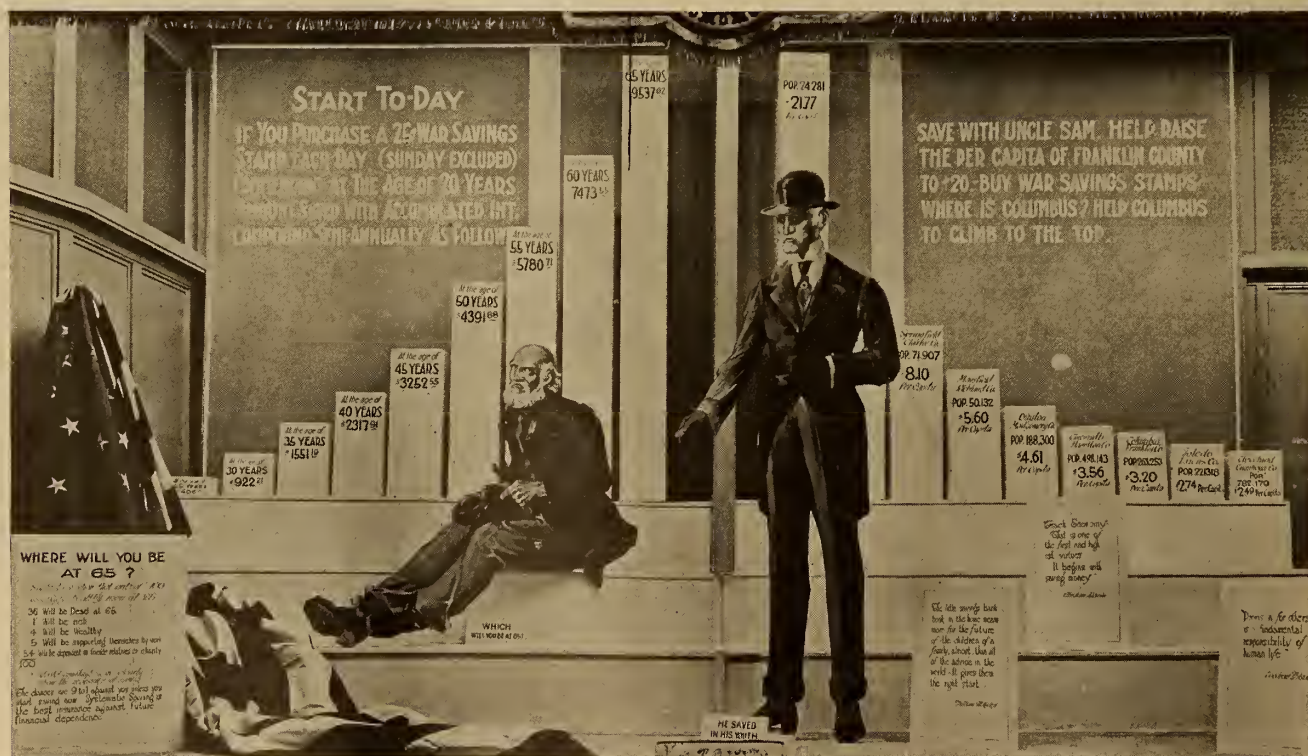


PLATE No. 4512. DISPLAY BY H. H. TARRASCH FOR F. & R. LAZARUS & Co., COLUMBUS, OHIO.

that they are not worth taking—shirts all pinned up and the suits wrinkled.

"I am a good card writer. Do you think it would help me to take a course in ad writing?"

"I have been working for this outfit for seven years, but they do not seem to appreciate a man's efforts to better their business, and do everything in their power to hold a man's salary down. They will not change the style of trims I started here seven years back. You can talk all you want to, 'tis of no avail. Kindly enlighten me as much as you can. If you wish, will be glad to mail you some of my photos of trims and cards."

One easy way to deal with such a case would be to say, "This is an isolated case that but needs a little encouragement." Such a contention would be wrong, however, for conditions such as these are found everywhere—to this day—in spite of the opinions to the contrary, that we are quite likely to have formed, due to fast improvements taking place in display conditions. But they are not so fast as we are apt to think.

Another way to answer the letter would be to pick the main outstanding cause of the trouble, which is quite evident, and simply fling back the answer, "You have failed to gain the confidence of your employer." He would be pleased with such a reply, because he probably doesn't know that. Some good healthy tips on "how to gain the confidence of your employer" would more likely strike him as the much needed information. My reply to his letter follows:

You say they made you display roller skates in the center of your fine dress window, and since then you have put in anything without a murmur. You lost out *once* and then gave up ever after; in other words, *you weakened*. Is that what you mean to say? I do not know the natures of the men you serve, which makes it impossible to advise you what you should have done to keep the skates out of the dress window. Study the men you deal with and learn them. Do not antagonize them. Keep their good will above all else and thereby gain their confidence. Gradually you will be listened to and believed. Should they come with skates, tell them (as pleasantly as possible) that you will display them, then look over your window space and as advantageously as possible, display them with as little harm as possible to the rest of the window. Do not form the opinion that this condition rests with you alone. Many display men have this trouble.

You say that they buy all fixtures when any are bought and three-fourths of them are of no value. Now, surely, if your firm had any confidence in you, they would allow you to do this. You must see, do you not, that it is necessary for you to gain their confidence. The unpinning of the shirts, pressing of the suits and the stuffing of the shoes, the same way. It is a slow and gradual process, but it is the only way possible.

You also say, "You can talk all you want to, 'tis of no avail." Evidently they can not be shown by your talk, so *stop talking* and *show* them, by examples and your efforts, *why* they should change. By statements such as these you confess that you have neglected to develop tact—the biggest requirement in the profession—the most commonly overlooked by the beginner. But do not be discouraged, you can develop it—by forgetting your great enthusiasm (for your actual work in the window) for a period, and study out a course of how to win over your employers and their much needed confidence.

In my letter to you, in which I made the statement that you were as well off where you are as you would be elsewhere, it was with this thought in mind, that without tact you would misfit any position and that the opportunity to dig in would be as good there as elsewhere. Read what that master, C. J. Novak, says about tact in the March issue of the *MERCHANTS RECORD AND SHOW WINDOW*. Take it home as another answer to your letter. Read it often. In concluding, Novak says: "*Tact is the open eye, the quick ear, the judgment, the keen touch, that interprets all difficulties; the remover of all obstacles, useful in all places and at all times. While talent is power, tact is skill. It must be considered a fact that for all the purposes of the store life, tact will carry the display man further than talent.*"

"*To grow big as display men of today and of the future we must cultivate tact. Success can only be measured in the degree of its growth in us. 'Tact is everything.'*"

Do I think it would help you to take a course in ad writing? I take it, you mean to use with your window trimming and card writing. Many men do much better by combining these three lines, and at present there is a strong tendency toward this. Still others seem to go higher by specializing on just window decorating. The highest salaries are paid to specialists, but a man with ordinary ability might do well to combine ad writing.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- - - -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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Official Organ of The International Association of Display Men

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****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

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****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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JULY, 1918

Tell the Boss About It

A FEW days after this number reaches you, the 21st Annual Convention of the International Association of Display Men will be convened at the Waldorf-Astoria Hotel, New York City, and those display men who can possibly attend owe it to the profession to which they belong, to themselves and the merchants who employ them to be there.

The annual conventions of the I. A. D. M. are business gatherings at which every phase of window display work is thoroughly discussed. The value to be derived from witnessing the demonstrations, and hearing the educational talks given by the country's leading artists is beyond estimation. Not only is the subject of display advertising thoroughly covered, but store equipment, store service, selling plans, special sales, credit systems and store management—in fact everything that pertains to the selling end of retail merchandising will be discussed by experts in their respective lines.

This convention is a business meeting in every re-

spect. Its purpose is to cover subjects vital to business and to the men who employ those who attend, therefore, every wide-awake merchant should be interested and be represented. It is true that every merchant does not know the character of I. A. D. M. conventions; there may be a few who fail to appreciate the value of such gatherings. To this latter set we make no appeal—knowing that it would be without results, but in regard to the merchants who are unaware of the character of or do not even know that there is such a convention held annually for their benefit, we urge that the display man employed by each of these merchants acquaint his boss with the fact that I. A. D. M. conventions are of tremendous value to his establishment. Take a copy of this issue to him; show him the Program as printed on another page and tell him you wish to attend. If you find it impossible to be present the first day, or perhaps the first and second, be there on the third and fourth. You will learn much, and carry back to your employer ideas that will concretely show themselves when the boss is handed the weekly or monthly sales reports.

By attending the convention you learn how to add dollars to the register. Would the boss object to that? Go to the boss. Do it now.

The 21st Annual Convention of the International Association of Display Men will be held at the Waldorf-Astoria Hotel, New York City, July 8, 9, 10, 11.



Advantages of Window Display

SPEAKING before the Scranton, Pa., Advertising Club on June 6, W. J. Schoonover of the Schoonover Glass Company, Scranton, said:

"Suitable arrangements to afford entrance and exit to a retail place of business are often entirely overlooked by architects and store proprietors, a mistake that has been responsible for many a failure that could easily have been overcome had the services of a window expert been called upon, and the reason for this is the fact that the value of selling space decreases with its distance from the main entrance. Corner space can only be profitably used for staple goods that customers must have every day.

Store fronts, like every other piece of architecture, appeal in different ways to different people, but however pretty it may be to the eye, it may easily lack every selling power that a proper display window must have, while a badly planned front may as easily destroy the harmony and good looks of the entire building.

A trite expression used by the speaker in illustrating the matter of store and window harmony was in comparison to the way people dress. No

matter how rich the apparel, "they may look like a joke instead of being well dressed," according to the individual taste.

To show how careful and far-sighted the store management should be was illustrated by reference to a refitted store in which a certain kind of flooring was used, something new and wonderfully good in appearance that would last a lifetime. A little use proved it to be slippery, a fact that caused thousands of customers to shun that particular shopping place.

"Store windows as well as the display of merchandise should have a definite idea and a personality of its own," continued the speaker. "This is not a case of copying after some other display. Every strong personality will attract attention to windows as well as to people, and should be applied in exactly the same manner. A good window display is second only to the store selling force, and should constantly have the most careful attention."

Patriotism Made Requisite

THE merchant who is to obtain credit in the future from the members of the National Association of Credit Men must meet the following requirements, according to a standard determined today by the delegates to the credit men's convention at their closing sessions at the Hotel La Salle, Chicago:

He must have character and a proper conception of his duty to his family, his community, his state and nation, be ranked as a desirable citizen and exercise his duties as a voter.

And he must be a patriot and show his patriotism in an active way.

Then he must have business ability and capital, of course, but that alone won't put him over, it was explained.

Because the National Association of Credit Men at this session has determined to place their patriotism and aid in winning the war above everything else.

The convention paid a high tribute to the women of America in their war work by adopting a resolution expressing "its heartfelt recognition of the sacrifice entailed by the mothers of America, by the sisters, wives and sweethearts of the men of the nation, in cheerfully giving to the cause of the nation the men of the country; in doing more, in leading in works of charity and help, in personally going, by the thousands, across the seas, to nurse the sick and the wounded, and to bring to stricken Europe the sympathies and the courage of American womanhood, even unto the battle field itself, where, with courage unprecedented, hundreds of American women have taken their places by the side of the men."

The association also went on record against the using of liberty bonds in the purchase of supplies or of converting these bonds into cash.

Chicago Manufacturers Elect

AT the monthly meeting of the Chicago Association of Display Equipment Manufacturers, Friday, June 7, held at the Hamilton Club, the annual election was held and the following officers elected:

President, F. H. Gelderman; 1st vice president, R. E. Heilie; 2nd vice president, E. Kramer; secretary, I. L. Bradford; treasurer, F. A. Watkins.

Arrangements were completed for the shipping of exhibits to the convention hall at the Waldorf-Astoria Hotel, and the various members placed orders for the new Association trade-mark cuts which will be used in their advertising.

Plans were discussed whereby the Chicago Association of Display Equipment Manufacturers could co-operate with the Retail Merchants' Association at the latter's convention to be held at the Palmer House, Chicago, in August.

THE firm of Wolf and Dessauer, Fort Wayne, Indiana, in October will move into their new business house which covers one-half city block.

Our Monthly Prize Contest

THE MERCHANTS RECORD AND SHOW WINDOW awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1918 have been made as follows:

Albert Gregory, Sidney, Australia.
Henry A. Remillard, Holyoke, Mass.
C. R. Morgenthaler, Joplin, Mo.
E. F. Gillen, Syracuse, New York.
V. L. Carson, San Antonio, Texas
Leslie D. Slack, Bloomington, Ill.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Value of High-Class Draping

Series 2—Article 7



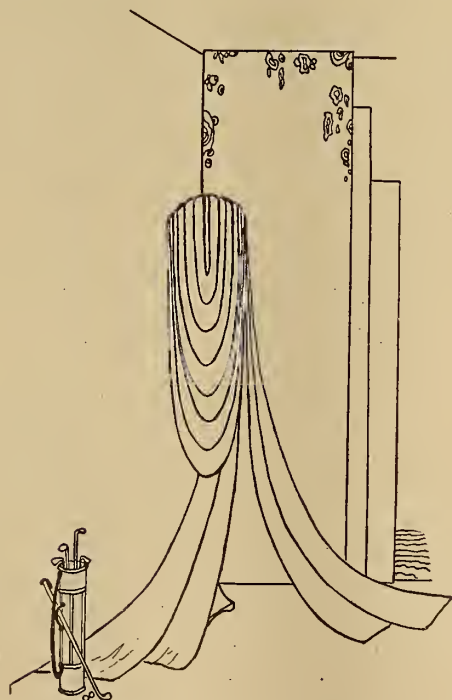
By T. Guy Duey

WOMEN today have a good portion of their time occupied by the many war activities, and these conditions also call for a great deal of economy by every housewife. However, the women need not sacrifice their individuality of dress; for the creators of fashions have designed many attractive modes in dresses, suits, coats, et cetera, which are exceedingly smart and so simple in construction that they may be easily made up at home. Thousands are using this as a method to economize, without sacrificing any of the desired charm of their frocks.

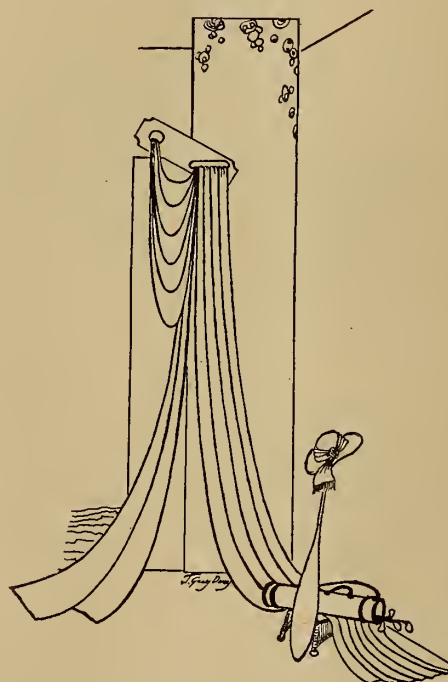
Herein is illustrated a complete display of fabrics, suitable for summer dresses, in a setting very suitable for such a display.

The general setting on modern art lines suggests the big out-of-doors. The background proper is a

ing with end of material on floor near background and passing over chopping bowl from back to front, covering the right half. Form a series of long loops down front; by returning over bowl from front to rear, covering the remaining half of same. The remainder of



scenic drop, in front of which is placed at either end a series of tall panels, and a little to the right center is an unique, conventional tree, which adds the finish to the whole. At the left side is a tall standard with a chopping bowl top. This drape is executed, commenc-



the fabric forms a long sweep from the back of bowl to the floor in front of the standard.

The drape on the right is made on a light board, with two cut-outs, which is fastened to the top of one of the background panels by the aid of a narrow strip attached to back.

Start fabric on floor at right end and pass over small stool or bench, as indicated; let goods drape in natural folds up through long narrow opening in board, from front to back; return through round opening at other end of the board and form a series of loops, same returns to point at left end of long opening, thence it falls in double sweep to the floor.

The use of two golf bags and golf clubs gives a touch of summer life to the display and the canoe paddle serves as an unique standard for the pretty hat.



ORIGINAL DRAPE BY T. GUY DUEY FOR WURZBURG'S D. G. Co., GRAND RAPIDS, MICH.

The drape on the figure in center is a simple, yet very smart, frock of figured voile.

Commence this drape by forming sleeves with the ends of fabric at wrists, passing up the arm and allowing two selvages to meet on top of shoulder. The fabric then passes down to cover each side to form the blouse, two selvages meeting at center of front and back.

To form the skirt, commence center of material in center front at waist line and shirr on sparingly around at waist line, using width of fabric for skirt length by the aid of narrow elastic or strong thread.

See that surplus material lays on flat under skirt in the rear without bunching and spoiling the lines of the garment.

Take a plain color organdie, or taffeta ribbon, and make girdle with loops at either side.

The collar can be secured at the neckwear section and will add the desired finishing touch to the drape. Select a pretty hat of georgette crepe, with broad, drooping brim, together with a parasol in harmonious coloring, and the display is complete.

Note the extreme simplicity of this whole effect and the absence of any crowded appearance.



Take An Interest In Your Work

A hearty interest in your work will quicken the spirit of cooperation in your employer—Do not neglect to care for your fixtures, figures, paints and brushes—Waste nothing.



By George B. Scott

“UP ON YOUR TOES—EVERYBODY”—that’s what they yell at the baseball game. Opportunity today is shouting the same thing in every displayman’s ear. We must “look alive” and keep our eye on the ball. The highest compliment that can be paid a displayman is to say: *“In every display that fellow puts forth his best efforts.”* To be sure, it is impossible that each display should be better than anything done previously. Each can, however, reflect careful handling and be clean and bright. The man who places elaborate openings and then puts in mussy, “don’t care” sort of displays between seasons is not in any sense of the word a real displayman.

Taking a hearty interest in one’s work will quicken the spirit of co-operation in the employer. But he must be shown in many ways that the displayman really does take an interest. Not only must every window show that careful attention has been given to it, but the fixtures must be well cared for. They should never be left standing where they do not belong. Plushes, flowers and all materials should be packed neatly away where the dust and dirt will not ruin them. Wax figures must be well taken care of. Never leave heads and arms exposed, but wrap them and have a safe place for them.

In your card writing department keep paints covered. Keep your air tank shut off when not in use.



PLATE NO. 4513. DISPLAY BY GEO. B. SCOTT FOR STROUSE BROS., EVANSVILLE, INDIANA.



PLATE No. 4514. DISPLAY BY R. B. MEYERS FOR THE GOLDEN RULE, ST. PAUL, MINN.

Never leave brushes standing in water to curl up. Waste nothing and you will not have to travel far to find appreciation of your work.

On the day that your employer decides that you stand for efficiency, he will increase your responsibility, give you more to spend on displays and cease nagging you. He will do this because he knows that you are a money-maker for him.

The feeling that you are successful, that your position is secure, that you are looked to as a man who knows his business will amply compensate you for the hard work spent in attaining this end.

A word or two in connection with the display of children's wash suits shown here. The old idea of using a wash tub, clothes line and so forth in windows featuring wash materials has been worked pretty hard. Nevertheless it is a good way to drive home the washable feature of the fabrics. The idea as generally presented is homely and to side-step this undesirable feature the writer adopted the idea as illustrated.

The panel is of composition board, four feet wide

and eight feet high. The tub was cut out from tan card board, bent in a semi-circle and fastened to the panel. The soap suds are painted in white. The bubbles are in hues of lavender, blue, green, pink, yellow and orange. The background is black. A domino border in lavender and green surrounds the panel.

The mannikins, secured from a manufacturer, are posed on drums, these drums being covered with sign painter's muslin and treated with the bubble design. Wash suits are placed in the tub and arranged over side. The show card is worded "Bubbles and suds agree well with these wash suits. They'll stand the rub of the tub and come out smiling."

On account of the angle in the window there is considerable reflection in the photo, but I trust it will reproduce well enough to convey the idea.

It is advantageous to put as much beauty and attractiveness as possible into every display. Ugly features even though they stop people, do not possess the selling force of the beautiful. The reason is apparent to anyone who thinks.



Movements of Display Men

R. W. KARGER is now in charge of the windows of the Columbia Dry Goods Co., Houston, Texas. He was formerly display manager for the Jarrett D. G. Company, Corsicana, Texas.

A. W. SENSKE, formerly employed in the profession at La Crosse, Wisconsin, is now display manager for the Continental Clothing House, same city.

L. R. WHITEMORE has accepted the display manager's post at the J. A. Mahoney store, Deming, New Mexico. He was formerly located in El Paso, Texas.

P. HILIP J. WESTLAND, formerly display manager for The Hub, Steubenville, Ohio, is now a member of Company F, 308 Ammunition Train, Camp Sherman, Ohio.

C. ARTHUR PETERSON, formerly in charge of the windows of Kaufman Clothing Company, Great Falls, Montana, has resigned that position and is now employed in Conrad, Montana.

L. ESLEIE D. SLACK has accepted display manager's position with A. Livingston & Sons, Bloomington, Illinois. He was formerly in charge of the windows at Denecke's, Cedar Rapids, Iowa.

W. ALTER A. CARPENTER has resigned as display manager for Cokendolpher & Company, Mattoon, Ill., to accept a similar position with A. E. Leiter Company, Connersville, Indiana.

O. F. BALLOU, formerly with Duncan & Home Company, Wilkes-Barre, Pa., has resigned to accept display manager's post with the Isaac Long store, Wilkes-Barre.

C. ARL SHANK is now display manager for the M. J. Tederman Company, Columbus, Ohio. He was formerly employed in Findlay, Ohio.

H. ARRY WILSON, formerly employed in Hastings, Nebraska, is now employed as advertising and display manager at Orkin Bros., Omaha, Nebraska.

C. LYDE W. BENTON, for several years in charge of the decorating department of the Phoenix Clothing Co., Muskogee, Okla., has resigned to accept a similar position with Benson's, Limited, Shreveport, La.

H. OMER M. Bancroft, formerly display manager for T. W. Mather Co., Pasadena, California, is now in charge of the windows of the Hunt-Murry Company, Tulsa, Oklahoma.

R. ICHARD VAN NESS, formerly assistant to Mr. Trehwella, display manager for Best & Company, New York, has resigned and is now serving in Uncle Sam's army.

G. EORGE LENNARTZ, one of Mr. Hopkins' valued assistants at Gimbel's, New York City, is now a member of Uncle Sam's fighting forces.

G. EORGE DORNEY and Howard Williams are now wearing the khaki. They were formerly assistants to Mr. Hopkins, display manager for Gimbel's, New York City.

M. ORRIS P. STAULCUP, well known among display men and merchants, is now engaged as art director for the Metro Pictures Corporation, New York City.

L. ROBERT REHM, for nine years display manager for The Golden Rule, Logansport, Ind., has resigned that position to accept the display manager's post at the Wolf & Dessauer store, Fort Wayne, Ind.

W. C. LAWLEY, at one time Harry W. Hoile's first assistant at Loveman, Joseph & Loeb's, Birmingham, Ala., and later with Marshall Field & Co., Chicago, is now in the service of Uncle Sam.

C. A. F. SMITH, formerly in charge of the windows of the M. L. Parker Co., Davenport, Ia., is now display manager for Helposheimer's, Grand Rapids, Michigan.

W. H. JOYNER has left the employ of The Danenberg Company, Macon, Georgia, and has been succeeded as display manager by D. E. Walker.

F. RED VAN DER VRIES, who recently accepted a position at Youngstown, Ohio, is now back in Grand Rapids, Michigan, as display manager for Siegel's.

G. EORGE A. SMITH, specialist in manufacturer's window display advertising, has enlarged his studio at 1777 Broadway, New York City, to three times the original space, owing to the vast increase in his business.

Asked and Answered

Formula for Brush Red

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

I am much interested in the Question Department of MERCHANTS RECORD AND SHOW WINDOW and gather from it a great deal of valuable information. Right now I would like to know how to prepare a good brush red.

Trusting that I may see answer in July issue, and thanking you for your many courtesies, I remain, H. B. J.

Answer.—Take two level tablespoonfuls of English vermilion and one tablespoonful of good adhesive mucilage. Put up in heavy glass tumbler with a smooth round stick until all particles of red are thoroughly wet and the whole is in a thick pasty form. Then add slowly, one tablespoon of water—keep stirring while adding.

The Payzant Pen

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

Have always been a great admirer of your truly wonderful publication and await its arrival with keen anticipation. I am particularly interested in the department devoted to Show Cards and How to Make Them. Would you kindly give your opinion of the Payzant pen for the show card writer?

Thanking you, I am,

Respectfully, L. J. J.

Answer.—Our show card expert, G. Wallace Hess, states that the Payzant pen is one of the best if the card writer knows how to use it, and how to prepare inks. Take care of the pens, rinsing them in water at the end of the day's work. Keep ink covered. Don't bear on the Payzant pen. Use a light swinging movement. Hold your card when lettering so that the four fingers of left hand at upper left corner are under it and the thumb on top. When you first raise pen out of ink hold it a second over jar until the surplus ink drips off.

Painting on Window Board

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

Will you kindly answer the following question in your Asked and Answered Column:

Can distemper color be used on window board for making scenic views such as appear on the front cover of MERCHANTS RECORD AND SHOW WINDOW, without first coating the board with filler?

Assuring you of my appreciation of your wonderful magazine and thanking you for all favors, I am,

W. A. H.

Answer.—Opaque colors applied to window board very often have a tendency to "crawl," but this may be eliminated by applying a thin coat of glue, or the criss-cross netting with whiting, or both. Many display men have found that distemper may be applied to win-

dow board without first coating with filler, by placing the window board on some flat surface while applying the colors.

Wants Colored Card Board

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

I have been having considerable trouble in securing white and colored card board. Can you help me by suggesting some concerns that have this material?

Allow me to take this opportunity to congratulate MERCHANTS RECORD AND SHOW WINDOW. It is without doubt the greatest publication of its kind. Here's more success to you. E. J. W.

Answer.—We refer you to the advertising pages of this issue. Several concerns making and handling colored card boards are here represented. All are reliable and we take pleasure in recommending them to our readers.

To Remove Rust from Nickle

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

Would you kindly advise me regarding good method of cleaning and taking rust from nickle? I receive many valuable suggestions from the Asked and Answered Department of your journal, to say nothing of the wealth of knowledge gained from reading the many articles each month. MERCHANTS RECORD AND SHOW WINDOW is indispensable to the successful display man. Subscriber.

Answer.—Smear the rust parts well with ordinary fat, and then allow the articles to stand several days. If the rust is not very thick the grease and rust may be readily rubbed off with a cloth dipped in ammonia. Should the rust be deep, apply a diluted solution of hydrochloric acid. Be careful that the acid does not touch metal. Wash the articles and polish.

Ink for Blue Prints

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

Allow me to express my great appreciation of MERCHANTS RECORD AND SHOW WINDOW. It is certainly a tremendous help to the men of the profession. Am particularly pleased with the institution of the new departments.

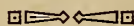
I would like to learn of a reliable formula for making red ink for blue prints. May I look for an answer? Thanking you for your many courtesies, I am,

Yours truly, R. L. A.

Answer.—Take a common piece of washing soda the size of a pea and dissolve it in four tablespoonfuls of ordinary red writing ink. This will serve well on blue prints. Use a fine pen when applying so as to prevent too much spreading. Be sure that too much fluid does not get onto paper. You will overcome this by writing fast.

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Take These Summer Blankets at Half—\$5, \$5.65 and \$7.50 pair—instead of \$10, \$11.30 and \$15—for single bed blankets; and \$6 to \$13.75 pair—instead of \$12 to \$27.50—for double and extra large blankets. This because they have slight imperfections, which have no more effect on their wearing qualities than a speck of dust on the shoe of a new car. 114 pairs, single bed size, 60 and 90 inches long. 13 pairs, double, extra large and extra long.

Distinctive Suits for Men at \$25—We say distinctive because if we had the same kind of suits at \$25 as any other shop we wouldn't need to mention them in print. Fact is we have a collection of suits at this particular price very much like an ace of spades in a pack of cards—a quality card and only one just like it.

Newest Styles of Fichus, 49c to \$4.98—The Fichu just now dominates the Neckwear situation and has brought immeasurable smartness to justify the fashion. It is made of lace, organdie and other sheer fabrics. It is be-frilled, be-ruffled, be-laced and even has flounces. Some are very long, with ends that tie in the back. Some terminate at the waist. Some are quite short, bust length. Crisp, fresh and new, adorably charming, a wide variety of styles, from 49c to \$4.98.

2,000 Silk and Silk Fibre Shirts at \$3.95—Individuality and durability are distinguishing marks of these fine shirts. Their richly blended colorings and unusual texture, the skilful manner in which they are tailored, make them by far the most attractive shirts shown this season. Tailored in Silk Broadcloths, Novelty Silks and a magnificent collection of Silk Fibre shirtings.

\$3.50 Navy Blue Dress Serge, \$2.69—Even the value quoted is a modest sum for these fine Dress Serges which are favorites for spring and summer wear. We secured this lot unexpectedly. They are 54 inches wide, in a fine French twill weave for dresses, suits or capes. All sponged and shrunk.

Housedresses, \$1.95, Not to Be Duplicated at the Price—So many styles, over a dozen in full assortments and many others a few of a kind that have been higher priced. Such pretty materials, plaid percales, striped gingham, plain chambrays, trimmed with self bands with contrasting colors and with pipings of white. Other attractive models in percales, gingham and chambrays, with large collars and with pockets, from \$2.95 to \$5.95, including the new straight line or Billie Burke styles.

Pretty Silk Dresses Were to \$25, at \$12.75—Some twenty-five models, including tailored and afternoon effects, of taffeta, Georgette crepe, crepe de chine, foulard silk. Some combine two of these materials. Some are embroidered with

beads, others are braided. Long line and tunics. All good colors. Sizes for misses and women to 44. None C. O. D.

Silk Petticoats at \$2.95—Petticoats that are none too plentiful at higher prices and that are really a wonderful bargain at \$2.95. One model of heavy white messaline has a deep flounce with groups of pin tucks and a four-inch plaiting at the foot. A very striking value for the summer. This style also comes in gray, green, gold and maize.

Blouses at \$3.95, \$5, \$6.95—Blouses of white voile, batiste and organdie, some also in the fashionable pastel tints. Various new styles, trimmed with laces and embroideries of superior quality, many of them elaborately hand embroidered. Included are new slip-over models and also the long Coat-Blouses, plain or lace trimmed, some in Russian effect. Many of the organdie Blouses are simply tucked, a striking effect.

Lingerie Slip-Over Blouses, New—\$2 to \$10.75—At \$2, a simple, sheer batiste with a tailored collar and narrow black ribbon tie. At \$2.50, one model has pleated ruffles on its hemstitched collar and cuffs and is a copy of a well-made silk blouse. Other prices are \$3, \$5, \$6.75, \$8.75, \$9.50 and \$10.75, and they include such distinctive styles as "The Philippine" with inserted bolero effect of dotted voile.

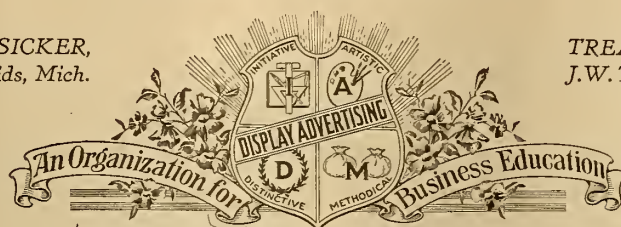
Boys' Norfolks at \$6.75—Cut from ends of better-grade suitings which a manufacturer had left after completing his spring orders, and which we suggested he should use in this way, instead of cutting up into samples, as usual. Smart fancy mixtures—mostly cheviots and cassimeres—not over two or three Suits to a pattern, but all sizes represented in the range. An opportunity to choose your boy's suit from a wider range of patterns, from better materials and at a lower price than in the most special offering of the season. An opportunity that few wise mothers will neglect when such chances are so few and far between. And this is well worth your while—will you come and see?

Wonderful Values, New Dress Cottons, Prices Less than Today's Wholesale; Time for Buying and Buying Liberally—Values in the Cotton Store are expressed not by a single note but by a constantly increasing chorus. Yet where all is good, there is sometimes a better, such as this noteworthy group of values for Monday which offers the most fashionable Dress Cottons at actually less than wholesale in almost every instance. 3,400 Yards of Printed Voiles at 25c. Today's wholesale prices for Voiles so good range from 25c to 27½c a yard. There are scores of pretty designs in floral, figure, dot and stripes in a wide range of colorings. 38 inches wide. 27-inch Dress Chambray at 25c. Well known brands of sturdy Chambrays for women's, misses' and children's wear. In pink, navy, Copenhagen, lavender and tan.

PRESIDENT, HARRY W. HOILE,
4721 Maripoe St., Pittsburgh, Pa.

SEC'Y, PERRY W. HUNSICKER,
123 Dwight Ave., Grand Rapids, Mich.

TREASURER, WILLIAM H. HINKS
J.W. Thomas & Co., Minneapolis, Minn.



INTERNATIONAL ASSOCIATION of DISPLAY MEN

To Display Men Everywhere

TO THE display men, whether you are members of the International Association or not, we call upon you to use your every effort to advance the profession in whatever way you can.

Our government has recognized our profession as a mighty important means for boosting the Liberty loans, Red Cross drives, Y. M. C. A. campaigns and to boost voluntary enlistments in the army, navy and all branches of service for the government. The past results of our efforts have been recognized as a most potent factor for quick results, and more is expected from us.

An executive committee appointed by the government is now outlining and making plans for another big window campaign. We want every display man at his post and ready with some special idea that will help boost this next campaign stronger than any in the past. It can be and **MUST BE DONE**. It is up to every individual to do (not his bit, but his best) to win the war. We as display men know our business and it is up to us to have everything in readiness for the next big drive here at home, in order to keep our boys going over the top "over there."

It may interest some at this time that the provost marshal's order does not affect the display men and card writers. The order is intended to get men (who are doing such work that women can do) into productive work for the government while the women take the lighter work. The profession of display advertising is necessary to keep the home fires of business burning brightly, while every effort is being made to win the war. When our turn comes we will enter with a good heart and render our best service to the best country God has ever smiled upon. We want our Freedom. We must have it and will fight to the last drop of blood to get it. But while the order to work or fight has gone out we ask our men to stick close to their work until called and not worry. The order is not intended for men of our profession.

We would like to see every display man a member

of the I. A. D. M. A big special campaign is about to close. This campaign closes on July 11th. If you have not already sent in your application do it now. Send in \$3 and say you want to join with the I. A. D. M., giving the name of the firm you are now connected with and where you have worked for the past three years. Send your application to the secretary, care of the Waldorf-Astoria Hotel, New York, and give him the authority to sign your name to a regular application blank and fix it up for you if you do not have a blank form. Thousands of these application blanks have been sent out. If you did not get one it was because the Special Committee, the Regular Membership Committee, the President or Secretary did not have your name and address.

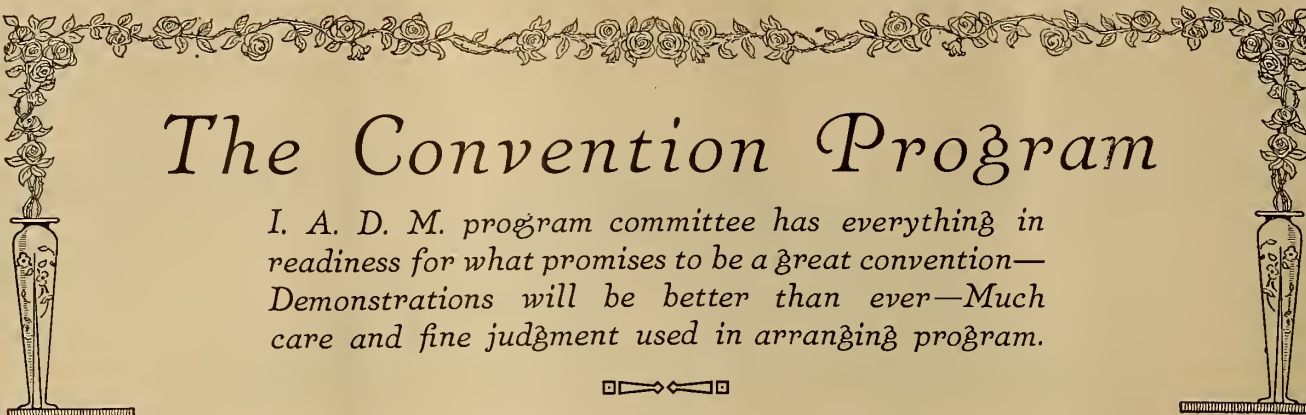
The association will hold its 21st Annual Convention the week of July 8th. Come to New York and see what we are doing.

This will be one of the most interesting and beneficial conventions we have ever held. Many of our members are in the service but there are others who have not yet been called and will take an active interest in their profession and keep things going forward.

In closing, I wish to say it has been a hard year for us, as well as many other organizations. But we are coming out on top and before we meet in another convention the kaiser will have been whipped and we can once more settle down to normal business. I look for a substantial gain when the roll is finished. I know there is a great future for the I. A. D. M. if you, Mr. Display Man, will take an interest in it and support it morally and financially. We have more calls for men to fill positions than we have men ready to fill them. If you are interested in a new position, give the particulars to the secretary of the I. A. D. M. and see how quickly help will be coming.

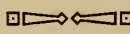
Help make the 21st Annual Convention a great success.

P. W. HUNSICKER, Secretary.



The Convention Program

I. A. D. M. program committee has everything in readiness for what promises to be a great convention—Demonstrations will be better than ever—Much care and fine judgment used in arranging program.



EVERYTHING is ready for the New York Convention. This statement means more than appears at first glance. A veritable mountain of work is involved in preparing for a Convention, and only those who have served actively as members of a program committee are in a position to realize how many details must be attended to before the arrangements are complete. It means that a great many possible demonstrators must be considered and those selected who will be able to present demonstrations that will make the Convention of value to those who attend. It means that a thousand and one details must be taken up with the hotel so that the comfort of the visitors will be assured. It means that everything must be seen to so that the exhibitors will be able to show their newest things in the most attractive way. In fact, the making of the arrangements for a Convention is a regular job and it takes a whole lot of time to attend to everything.

However, everything is now finished and the men in New York are all ready to welcome the members of the I. A. D. M. to the city. Unless all signs fail, this is going to be a regular Convention. A glance at the program will show that a fine lot of demonstrations have been arranged and the Program Committee has taken especial pains to place on the program only those who are practically sure of attending. There should be no disappointments in this respect.

In all probability there will be a great surprise for everyone in the matter of attendance. Conditions in the country are such that a small attendance would be no reflection on the Association, the city in which it is held or the arrangements. Many men simply cannot get away. But in spite of numerous handicaps, the present indications are that the attendance will be very good indeed. Hundreds of men are coming from sections of the country east of the Mississippi River and there will be a fair representation from the other side of that stream.

So, taking everything into consideration, it certainly ought to be a great Convention. Any man at all interested in display work will be repaid for coming, no matter how far he has to travel.

Program for the 21st Annual Convention of the I. A. D. M. follows:

Monday Morning, July 8

- 10:00—Call to Order—President Harry W. Hoile.
Official Welcome to the City on Behalf of the City Government—David H. Knott, Sheriff of the County of New York.
Greetings from the Business Interests of the City of New York—Louis Wiley, General Manager of the New York Times.
Welcome from the Retail Merchants of the City—H. A. Saks, of Saks & Co., New York.
“The Place of the Window in Merchandising”—W. G. Timothy, Vice-President and General Manager, McCreery & Co., New York.
Response to Welcome on Behalf of the International Association of Display Men—Arthur W. Lindblom, Advertising and Display Manager for New England Furniture & Carpet Co., Minneapolis, Minn.
Appointment of the Committee on Order.
Appointment of the Committee on Resolutions and By-Laws.
Appointment of Judges of Awards.
Report of Committee on Membership.
Adjournment for Luncheon.

Monday Afternoon

- 2:00—JESSE H. NEAL, Director of the Committee on Public Information, Division of Advertising, United States Government, and Secretary of the Associated Business Papers—“The Value of the Show Window in Promoting War Propaganda.”
2:30—CAPTAIN LOUIS T. GRANT, Eng. R. C., U. S. A.—“How the Display Man Can Help the Government.”
3:00—C. A. VOSBURG, Display Manager for Joseph Horne Co., Pittsburgh—“The Proper Arrangement of Decorative and Artificial Flowers.”
Annual Meeting of Executive Committee and Board of Directors.

Tuesday Morning, July 9

- 10:00—JOHN LOOCK, Display Manager for McFarlan Clothing Co., Rochester, N. Y.—A demonstration of the best methods of making sales-producing clothing displays.
10:30—CLEMENT KIEFFER, JR., Display Manager for C. A. Weed & Co., Buffalo. A demonstration of

men's wear display. Everyone seeing this demonstration will understand why the fame of Mr. Kieffer's windows has spread far beyond the limits of his city.

- 11:00—FRANK C. FEHLMAN, President of Churchill-Hall Advertising. Mr. Fehlman is a strong believer in show windows and will bring out many interesting points as an advertising manager sees them.
- 11:30—Official photograph of the Convention will be taken at this time in the Grand Ball Room. Everyone be sure to get in it.

Tuesday Afternoon

- 2:30—J. D. HUGHES, Display Manager for Saks & Co., Washington. A demonstration of men's wear that will be full of good suggestions.
- 3:00—FRED JOHANSEN, Display Manager for A. Holt-hausen, Union Hill, N. J. A demonstration of men's shirt display. Mr. Johansen won the first prize at the 1917 Convention. This is a guarantee of the high quality of his work.
- 3:30—A. L. POWELL, Illuminating Engineer with the Edison Lamp Works—"The Direction and Color of Light in the Display Window."

Wednesday Morning, July 10

- 10:00—CARROL S. NICHOLS, Display Manager for R. H. White Co., Boston. A demonstration on the use of wax figures for draping. This is one of the big features of the Convention.
- 10:30—W. H. HINKS, Display Manager for John W. Thomas Co., Minneapolis, Minn. A demonstration of underwear display. Mr. Hinks will give some valuable suggestions on the best methods to use in showing this difficult merchandise.
- 11:00—JAMES R. TREWHELLA, Display Manager for Best & Co., New York. A demonstration on handling infants', juniors' and misses' wear. The fact that Mr. Trehwella occupies the position he does with this firm of international reputation is a guarantee of the value of his demonstration.

Wednesday Afternoon

- 2:00—IRVING SCHWARCZ, Display Manager for R. H. Macy & Co., New York. A demonstration of draping. Here is a man with unusual creative ability and his work has attracted widespread attention.
- 2:30—EDWARD MUNN, Display Manager for Franklin Simon & Co., New York. A demonstration on the display of women's wear. On a street where attractive displays are commonplace, Mr. Munn has built an enviable reputation for his store.
- 3:00—Election of Officers, Australian Ballot.
- 3:30—Nomination of Cities for Next Convention.
- 4:00—Report of Tellers on Election of Officers.
- 4:20—Vote for Convention Cities.

Thursday Morning, July 11

- 10:00—HERMAN FRANKENTHAL, Display Manager for B. Altman & Co., New York. A demonstration on draping. The name of Frankenthal is in itself a guarantee that this demonstration will be of an unusual character. Mr. Frankenthal will show some of the wonderful drapes he has created and will also show how he makes them.
- 10:30—B. A. RAINWATER, with Hess & Culbertson, St. Louis. A demonstration on the use of speed lettering pens for making all kinds of show cards. Mr. Rainwater is wonderfully proficient in the handling of these pens and his demonstration will prove that the pen is becoming more popular than the brush.
- 11:00—HOMER H. SEAY, Display Manager for The Walker Dry Goods Co., Charleston, W. Va. A demonstration on making wallboard cut-outs and their usages. This demonstration alone will pay for all the trouble anyone has taken to attend the Convention.

Report of Committee on Resolutions and By-Laws.
New Business.
Presentation of Bills.
Report of Judges of Awards.
Presentation of Prizes.

Thursday Afternoon

- 2:00—Unfinished Business.
Installation of Officers.
Appointment of Membership Committee.
Appointment of Educational Committee.
Appointment of Publicity Committee.
Final Adjournment.
- 5:00—Meeting of Executive Committee, Board of Directors and Program Committee.



From the President

I WOULD like to take this opportunity to thank the boys who have shown so much interest and co-operation in the big I. A. D. M. convention.

Hundreds of letters have reached me from display men from all parts of the country in reply to the article which appeared over my name in the March issue of *MERCHANTS RECORD AND SHOW WINDOW*, and while it would be hardly practicable to write to each display man personally, I wish to assure these men, through our official organ, that every letter was given prompt attention. Not a single request was overlooked. In each instance where a request was received to write to some firm asking them to send their display man to the Convention, a letter was sent to the firm or member of firm as requested. Each letter received my personal attention and I sincerely hope that they accomplished their purpose. I hope I may meet all these fine boys in New York.

HARRY W. HOILE,
President, I. A. D. M.

Elmira Local Gets Charter

THE International Association of Display Men is pleased to welcome into the fold, the Display Men's Club of Elmira, New York. This big local has been granted a charter, and it goes without saying that the parent association has gained an extremely valuable member.

Numbered among the members of the Elmira club are many of the country's best known display men.

Earl H. Robertson, display manager for S. F. Izard Company, is president; Charles S. Halliday, display manager for Sheehan-Dean Company, vice-president, and Harry T. Brewin, display manager for Barker Rose and Clinton, secretary and treasurer. The trustees are J. P. Northrop, display manager for Tepper Bros., Thomas J. Cratty, display manager for W. B. Hallock & Brother, and Vice-President Halliday.

Other members of the newly formed local are: Fay E. Huff, Brownell Shoe Company; B. M. Cox, Hudson Shoe Company; G. S. Spence, Bundy Grocery Company; D. G. Dow, W. B. Hallock & Bro.; E. L. Wickham, C. W. O'Shea; L. W. Clarke, Hamilton Brothers; N. G. Pulos, Pulos Brothers; R. M. Hoy, Elmira Water & Light Company; R. Walsch, Walsch Millinery Company; F. M. Feeck, Endicott Johnson Company; Burt E. Sweet, Brighten-Up Paint Shop; A. J. Hamlin, Newark Shoe Company; P. D. Morton, Elmira Auto & Supply Company; C. A. Pike, C. W. Young & Son; Wm. E. Surprenut, C. W. O'Shea; Claude E. Pierce, M. Doyle Marks Co., Inc., and Grant G. Knapp, Big Seven Clothing Company.

Pittsburgh Display Men Organize

DISPLAY MEN of Pittsburgh, Pa., have organized and applied for charter from the International Association of Display Men. The officers are:

President, C. A. Vosburg, McCreery Company; vice president, Carl Goettman, Joseph Horne Company; secretary and treasurer, J. L. Smithyman, I. S. Harris Company.



Smith Takes New Position

BRUCE SMITH, vice-president of the Grand Rapids (Mich.) Display Men's Association, left July 1st for Memphis, Tennessee, where he will be in charge of the window displays and show card writing for the Shop of Culture. Mr. and Mrs. Smith were entertained on the evening of June 24 at a farewell reception at the home of Mr. and Mrs. P. W. Hunsicker. Members of the Grand Rapids association were present and presented Mr. Smith with a gold fountain pen.



Give Change in Thrift Stamps

DURING the week of June 19, the merchants of Lima, Ohio, paid sundry accounts in Thrift Stamps, and all customers whether they wanted to or not received their change in Thrift Stamps instead of cash. All merchants had stamp saving displays in their windows.



ELMIRA (N. Y.) ASSOCIATION OF DISPLAY MEN AFFILIATE WITH THE I. A. D. M.



No. 406



No. 405



No. 704



No. 706



No. 707

No. 406—Jap Lantern of odd design and bizarre coloring in red, yellow and black. Height 22 inches. Each **\$1.25**
 No. 405—Lantern, 22 inches high with repousse onyx colorings in tones of pink, cream and blue. Has a very pleasing lighting effect. Each **\$1.25**

There is no limit to the number of places where these chic, interesting and unusual heads will work into your displays. They can be used on ledges, in the windows, on the counters and in innumerable other places. They are life size, 17 to 21 inches high. We have eight, all different. Each **\$1.00**



The above decorative disks are made of 3/8-inch composition board and are hand painted with various colors and in different designs.

Use them in making up your decorative backgrounds.

Size 3 "	diameter.....	\$0.08 each
Size 3 "	diameter.....	.12 each
Size 10 "	diameter.....	.25 each
Size 14 "	diameter.....	.35 each
Size 20 "	diameter.....	.75 each
Size 23 1/2 "	diameter.....	1.00 each

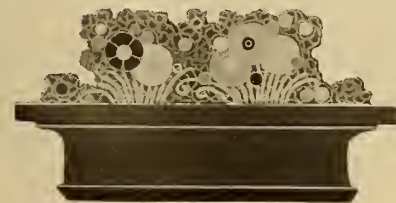


No. 1001

No. 1002

No. 1003

Figures with moveable arms for draping dress goods



FLOWER BOX

No. 27—The brilliant colorings in these flowers are irresistible and there is no limit to the number of places where this cut out will add zest to the display. Size 33x16 inches. Each..... **\$2.00**



Vase—No. 85

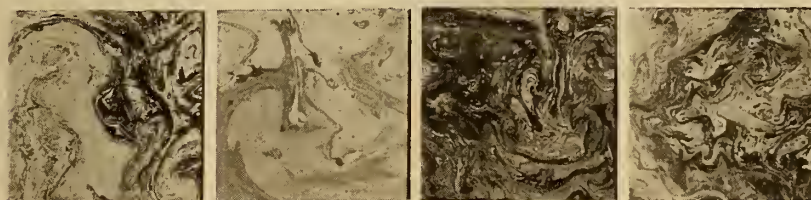
Three of our new cut outs that we offer for the display of piece goods. The attractive, interesting lines of these figures lend themselves admirably to drapes of silks, dress goods, wash fabrics and accessories. They permit the trimmer to exercise his talents in innumerable ways and the cost is amazingly low. Above shows how cut outs can be supported with your own fixtures. Height about 5 feet, 8 inches. Each..... **\$5.00**

No. 85—The body tone is a rich blue and the flowers are worked out in rich pastel tints. Height 66 in. Each..... **\$8.00**

No. 86—The lines are graceful and effective and the coloring is in perfect harmony. Height 66 in. Each..... **\$8.00**

No. 720—Weeping Willow tree, worked out in advanced art and in two colors that are both unusual and attractive. Height 60 inches. Each..... **\$10.00**

No. 721—Bird House; a truly wonderful blending of colors. The pendants are our new Upson discs and ornaments. Height 72 inches. Each..... **\$10.00**



FLOOR BLOCKS IN ONYX AND MARBLE EFFECTS

No. 33—Marble and onyx floor blocks. Size 12x12 inches. The edges are beveled and there are no two alike. Some of our customers ask for half lighted and half dark when ordering to get a pleasing effect when blocks are laid. When ordering tell us the predominating color you expect to use. For floor covering for show windows our line of floor blocks are very durable, as they are painted on the back and not affected by moisture and atmospheric conditions. Price, per hundred..... **\$12.50**

Do not fail to visit our Show Rooms and Studio when in Chicago



Vase—No. 86



No. 720



No. 721

The **BODINE-SPANJER ©**

Designers and Manufacturers of Decorative Backgrounds for Show Windows

1160 Chatham Court, Chicago, Ill.

PHONE, DIVERSEY 2585

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north; get off at Division St. and walk 1 block west to Chatham Ct.

Display Men's Roll of Honor

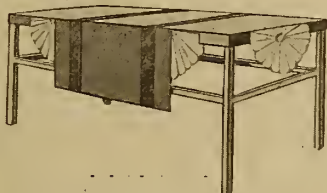


Allert, Walter F. New York City	Holden, E. J. Rochester, N. Y.	Putney, Roy Hartford, Connecticut
Anderson, Emil Fargo, North Dakota	Horner, Jack New York City	Rawlings, G. W. Coeur d'Alene, Idaho
Armstrong, M. New York City	Hurbage, O. San Antonio, Texas	Ross, Glenn Aurora, Nebraska
Bailey, George W. Des Moines, Iowa	Hyman, Robert New York City	Safir, Max Cincinnati, Ohio
Baker, Ralph W. Jermyn, Pa.	Johnson, Leo E. Des Moines, Iowa	Schaab, Donald C. Auburn, Indiana
Barnes, E. F. Miami, Florida	Juttemeyer, Geo. H. Alton, Illinois	Shaw, F. B. Buffalo, Wyoming
Brewer, Philip Toledo, Ohio	Katzenmeyer, R. D. Toledo, Ohio	Sheer, Russell G. Rochester, N. Y.
Budinger, Leon San Antonio, Texas	Keller, Harry R. Hot Springs, Ark.	Shrader, Arthur New York City
Camp, W. C. Wichita, Kansas	Kirchner M. C. Greensboro, N. C.	Smith, Dewitt J. Grand Rapids, Michigan
Clark, Radcliff W. Laramie, Wyoming	Kleinman, H. H. Miami, Florida	Steck, G. W. Charleston, Missouri
Dorney, Geo. New York City, New York	Lennartz, Geo. New York City, New York	Storm, Sam New York City
Evans, James W. Charleston, W. Va.	MacKinnon, Edw. Elyria, Ohio	Sullivan, F. San Antonio, Texas
Faralin, F. C. Birmingham, Alabama	MacLean, Willard C. Batavia, New York	Swift, George Toledo, Ohio
Fassell, M. A. Hinsdale, Massachusetts	McCormick, Frank New York City	Van Ness, Richard New York City, New York
Fernald, P. A. Rochester, N. Y.	Manbeck, James E. Des Moines, Iowa	Welch, B. S. Rochester, N. Y.
Foote, Charles Brooklyn, N. Y.	Meisinhoelder, Max M. Manhattan, Montana	Weiss, Chester Toledo, Ohio
Fullerton, H. L. Moscow, Idaho	Millard, Frederick G. Milwaukee, Wis.	Wertz, Paul L. Centerville, Iowa
Greschke, Otto Grand Rapids, Michigan	Moll, Otto New York City	Westland, P. J. Steubenville, Ohio
Hamer, Ralph G. Los Angeles, Calif.	Moore, E. M. Rochester, N. Y.	Williams, Howard New York City, New York
Hansen, H. H. Fargo, North Dakota	Nuegebauer, Geo. San Antonio, Texas	Wollcrman, E. J. Youngstown, Ohio
Harmon, Bradley B. Montgomery, Alabama	Peterson, Elmer J. Kewanee, Illinois	Yockers, Harold New York City
Hersberg, Max R. Toledo, Ohio	Plumb, W. H. Centerville, Iowa	Zoffer, Jess H. Hartford, Connecticut

NOTE — Names will be added to this list as they are received at this office or at the office of P. W. Hunsicker, 123 Dwight Avenue, Grand Rapids, Michigan. "Sammy Cards" will be issued to all members of the I. A. D. M. in the service. Please report name of any display man now serving Uncle Sam whose name does not appear in the above list.



Series I224—Cutout Japanese vase and tree. Striking colors, effective design. A practical decoration. Painted in washable oils on wallboard. Height 4½ ft.—extreme width, 24 in. Price, \$5.00



Series F209—Modern Art display table. Constructed of lumber and wallboard—Exceptional combination of color to harmonize with merchandise. Length 36 in.—width 18 in.—height 31½ in. Price, \$8.00

It's at Your Service

Our department of design and decoration.

Display problems for fall opening successfully solved through this timely innovation.

Let us know of your needs right now. We furnish special drawing plans on request.

Send your floor diagram and measurements for us to quote prices from.

Latest catalog ready for delivery. Write for it today.

The Modern Art Studios

431 N. Clark Street
Chicago, Ill.



Series A223—Modern Art scenic background, embodied with unusual effective fall colorings. Affords a decoration for dignified display.

Price, \$30.00 per hundred sq. ft. or over. Thirty-five cents per sq. ft. in less than 100 sq. ft. lots.



RETURN THIS COUPON

and we will send you a **FREE**
Set of samples of our

Gummed Posterettes for Show Cards

Printed on gummed paper in striking and effective color combinations. Can be used on cards of any size. Scores of different designs in stock, each one of which will help you to produce *better* display cards than you are now writing.

Our posterettes are used in many of the best stores of the country—and they are given exclusively to *one* store in a town. Send the coupon **NOW** for **FREE** samples.

The Economy Service
231 West 39 St. New York

AFFILIATED WITH THE DRY GOODS ECONOMIST

The Economy
Service,
231 W. 39th St.,
N. Y.

Send us with-
out charge or ob-
ligation samples
of your new
show-card post-
erettes.

Meritorious Contributions Received

*Photographs, drawings, etc., submitted to the Merchants Record and Show Window from May 28th to June 29th
—The list includes names of display managers and others
whose contributions have been accepted because of merit.*

URING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since May 28 and up to the time of going to press, that, in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will, if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers.

- MISS H. ELIZABETH FUNK, Minear Dry Goods Company, Greensburg, Indiana.—PHOTOGRAPH.
- E. D. PARR, Palace Clothing Company, Topeka, Kansas.—PHOTOGRAPH.
- W. W. WOODWARD, Edfrid's Department Store, Charlotte, North Carolina.—PHOTOGRAPH.
- ALOYSIUS DIMOND, E. B. Smith, Humboldt, Kansas.—PHOTOGRAPH.
- CLARENCE E. DUFF, The Leader, Marietta, Ohio.—PHOTOGRAPHS.
- P. M. CIERNIA, Field, Schlick & Company, St. Paul, Minnesota.—PHOTOGRAPH.
- CLURE D. GRASSELL, Taylor Dry Goods Company, Junction City, Kans.—PHOTOGRAPH.
- P. S. WILLIAMS, Scruggs-Vandervart-Barney, St. Louis, Missouri.—PHOTOGRAPHS.
- F. E. OSGOOD, Newman Dry Goods Company, Arkansas City, Kansas.—BLUEPRINTS.
- C. WALTER JOHNSON, S. J. Johnston Company, Jackson, Mississippi.—PHOTOGRAPHS.
- V. J. MILLER, Smith-Kasson Company, Cincinnati, Ohio.—PHOTOGRAPH.
- L. DUBNER, L. Wertheimer Department Store, Bronx, New York.—PHOTOGRAPH.
- OTTO S. LASCHE, St. Clair County Gas & Electric Company, East St. Louis, Illinois.—PHOTOGRAPH.
- ERNEST G. WOOLARD, Smith & Welton, Norfolk, Virginia.—PHOTOGRAPH.
- J. L. WALTERS, Cramer & Norton Dry Goods Co., Danville, Illinois.—PHOTOGRAPHS.
- J. F. BRONSING, Bry-Block Mercantile Company, Memphis, Tennessee.—PHOTOGRAPHS.
- W. O. HACKLER, Korrick's New York Store, Phoenix, Arizona.—PHOTOGRAPH.
- GEO. W. JOHNSON, Frankel Dry Goods Company, Oskaloosa, Iowa.—PHOTOGRAPHS.
- H. H. TARRASCH, F. & R. Lazarus & Company, Columbus, Ohio.—PHOTOGRAPHS.
- M. L. HOFFSTADT, Akron, Ohio.—CARTOON.
- ELMIRA ASSOCIATION OF DISPLAY MEN, Elmira, New York.—PHOTOGRAPH.
- H. O. NADLER, B. F. Goodrich Rubber Company, New York, New York.—PHOTOGRAPH.
- UNITED STATES FOOD ADMINISTRATION, Washington, D. C.—PHOTOGRAPHS.
- D. CURTIS SEAMON, B. Weille & Son, Paducah, Kentucky.—PHOTOGRAPH.
- H. G. WENDLAND & COMPANY, Bay City, Michigan.—PHOTOGRAPH.
- G. EDWIN FERREN, Cohen Brothers, Jacksonville, Florida.—PHOTOGRAPHS.
- G. W. RAWLINGS, Coeur d'Alene, Idaho.—PHOTOGRAPHS.
- ROY H. HEIMBACH, Clarke Brothers Stores, Scranton, Pennsylvania.—PHOTOGRAPHS.
- LESLIE D. SLACK, A. Livingston, Bloomington, Illinois.—PHOTOGRAPH.
- CARL W. AHLROTH, Union Clothing Company, Columbus, Ohio.—PHOTOGRAPHS.
- GEORGE A. SMITH, New York, N. Y.—PHOTOGRAPHS.
- T. GUY DUEY, Wurzburg's Dry Goods Company, Grand Rapids, Michigan.—SKETCHES.
- L. F. DITTMAR, Natonal Cash Register Company, Dayton, Ohio.—POSTER.
- MRS. FRED WATSON, Joseph's Store, Paragould, Arkansas.—PHOTOGRAPH.
- R. A. YOUNG, Al Rosenthal's, Aklahoma City, Oklahoma.—PHOTOGRAPH.
- GEORGE F. COOPER, Detroit, Michigan.—STORE PLANS.
- THEDIECK DEPARTMENT STORE, Sidney, Oio.—PHOTORGAPHS.



WASHABLE
ADJUSTABLE
INTERCHANGEABLE



MODEL No. 139

As used by Carl F. Goettmann,
Joseph Horne Co., Pittsburgh

See our display and demonstration of the
practical features of our figures at the
I. A. D. M. Convention—New York
July 8, 9, 10, 11, 1918

NOTE—Owing to the recent combine of some of the fixture interests
we have been compelled to close the up-town showroom we
occupied jointly with the Kindlimann Form Co. We are
now displaying our goods at our Studio.

IRWIN G. CULVER CO., Inc.
60 East 8th Street :: New York City



The Star Performer

for most card writers and
sign painters is the old
reliable line of

"Perfect Stroke"

Brushes and Supplies

Always dependable because always uniform in quality.
Only the best stock, only the best materials are used in
all the items. That's why Daily is called upon to equip
your contemporaries—your friends who are engaged in
the same work that you are engaged in, men who are
just as "particular" and as "discriminating" as you are.

**Make no mistake—get the "Perfect
Stroke" line and you'll have the best**

Mr. Daily himself will attend the Convention of the International
Association of Display Men, July 8-11. He will be glad to see you.

Write for Catalog M-7

Bert L. Daily

Advertisers Bldg. Dayton, Ohio

DOLLS For Display

With—Jointed limbs
—graceful lines
—attractive faces
—lifelike eyes
—human hair
—flat washable
finish

The Real Thing

Imported dolls are now
unobtainable, but "Najo"
Display Dolls are *equal* to
the imported in every de-
tail—the *only* lifelike,
jointed-limb display dolls
made in America.

Ideal for infant's wear
and all other figure dis-
plays. Sizes, 30 to 40 ins.
Prices, \$12 to \$24 each.

Shown at the Waldorf
Astoria, New York City,
July 8th to 11th, inclusive,



or at

36 in. Standing Baby, \$20.

National Joint Limb Doll Co., Inc.
132 W. 27th Street - - New York, N. Y

Catch Phrases

*Snappy Expressions For Show Cards and Advertisement Headings —
Some Are Original, Some Borrowed — All Are Short
and To The Point and Bound To
Attract Attention*



WE'LL BE GLAD TO HAVE YOU LOOK
A LOOKER OF TODAY
IS TOMORROW'S BUYER



BUY HERE AND BE SATISFIED
IF YOU DO
YOUR PURSE WILL FEEL MORE HEALTHY



A GREAT SALE IS HERE
NOT A MONEY-MAKING SALE FOR US
BUT A FRIEND-MAKING SALE



THIS IS YOUR STORE—ENJOY IT
EVERYTHING IN IT IS YOURS
AT REASONABLE PRICES



NEW AND MUCH SOUGHT
THESE NAVY BLUE SILK FROCKS
ARE THE SUMMER'S VOGUE
MODESTLY PRICED



A SCORE OF CHARMING NEW STYLES
MODERATE IN PRICE
CHARMING AND OF ASSURED GOOD
FASHION



A RARE COLLECTION
SILKS THAT ARE SUPERIOR AND BETTER
SHIRTS TAILORED AND FINISHED IN
EVERY DETAIL



WOMEN FIND INTERESTING VALUES
UNDERMUSLINS AT MOST MODERATE
PRICES
WELL-MADE AND ATTRACTIVE



A BIG, HELPFUL, MONEY-SAVING EVENT
MERCHANDISE
WARRANTED TO GIVE FULL
SATISFACTION



ALL WELL-MADE SUMMER FROCKS
SUITABLE FOR AFTERNOON, CALLING OR
INFORMAL WEAR
NO DRESS IN ASSORTMENT CAN BE
DUPLICATED

A BIG HAT STORY
AND IT'S THE GOSPEL TRUTH
HATS BRIMFUL OF STYLE



JUST LOOK AT THESE SHOES
ONCE WORN—ALWAYS WANTED
AND DO YOU NOTICE THE PRICE?



EVERY THRIFT STAMP AND WAR
SAVINGS STAMP HELPS WIN THE WAR
ON SALE AT THIS STORE



THE KNOWING ONES COME HERE
YOU'LL COME TOO
IF YOU TRY US ONCE



WE MUST BE UP-TO-DATE
WE HAVEN'T MONEY ENOUGH TO
BOTTLE OURSELVES UP
AND LIVE ON PAST GLORY



EACH LINE OF THIS CARD TELLS OF A
BARGAIN
DON'T SKIP A WORD
OR YOU MAY SKIP A DOLLAR



FAST COLORS—BUT THEY WON'T RUN
HERE IS THE FINEST COLLECTION OF
WAISTS
ON EXHIBITION IN THE CITY



WHAT IS YOUR AMBITION?
OURS IS A STUDY TO PLEASE
WE SHALL NEVER OUTGROW OUR
AMBITION



LIKE ICE CREAM AT A PICNIC
THESE DRESSES ARE GOING AS FAST AS
THAT
GET YOURS BEFORE IT'S TOO LATE



SOME GOODS MAY BE BETTER THAN
OURS
SOME MAY BE CHEAPER
BUT BETTER AND CHEAPER IS
IMPOSSIBLE



Arm and Shoulder Plates

Arms Adjusted

ATTACHMENT FOR WAX ARMS

As simple as lock and key (note plates). Arm-plate (on left) is stationary, shoulder-plate (on right) is rotary. Arm turns completely around with safety. Plate on shoulder has steel tension ball, which engages in hole in center of arm plate and gives additional security—release only under pressure. Note perfect adjustment of arm at shoulder of wax figure.

J. R. PALMENBERG'S SONS, Inc.

63-65 West 36th Street

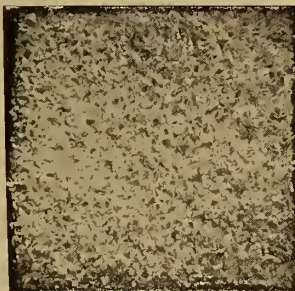
NEW YORK

J. R. Palmenberg's Sons
Est. 1852

The Norwich Nickel & Brass Co.
Est. 1879

The Jacob Kindlimann Form Co.
Est. 1889

Do not fail when you come to the convention of the I. A. D. M. to visit our booth. We shall be there to welcome you.



We have the most up to date line of automobile and float decorations made out of the very best quality of material.

Gasthoff's Patent Floral Sheetting, in yard squares or nine square feet.

White, at 75c per square yard.

Also can furnish this in the combination colors of red, white, and blue or solid colors, at \$1.00 per square yard.



American Shield, in floral sheetting effect, at \$2.00 each.

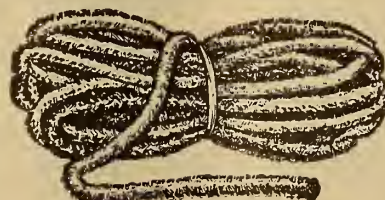
American Flag in a wave effect.

Size 5x8, \$4.25 each.

Size 6x9, 5.00 each.

Red, White and Blue Combination Floral Wheels, 29-inch, at \$1.00 each.

Can also furnish same as above in star design or Red Cross Design, at the same price.



Fiber Roping, in 60-yard bolts. Red, White and Blue Combination at 95c per bolt. Solid Colors, 75c per bolt.



Moss Paper Festooning, extra fine quality, good strong colors, 60 feet to a roll. Comes in Combination colors of red, white and blue, or solid colors. The best on the market.
50c per roll.
\$4.50 per dozen rolls.



Auto Plumes, extra full quality, in plain colors, or red, white and blue combination. Size, 24-inch. 15c each.
\$12.00 per hundred.



American Flag Garland, 2x2 inches, 11 feet long, with six flags attached. Price, per dozen, 95c. Short Stem Chrysanthemums, any color, \$3.00 per gross.

Write for Our Large Floral Parade Catalogue

J. F. GASTHOFF & CO.

Leading Manufacturers of Artificial Flowers and Decorative Supplies

DANVILLE

ILLINOIS

We Are the Largest Manufacturers of Floral Parade Material in the U. S. A.

Window Display Men Wanted

at \$1500.00 to \$3000.00 a Year

We have nearly one hundred openings for display men that will pay salaries ranging from \$1500.00 to \$3000.00 a year. This list will increase at the near approach of the Fall Openings. It is becoming increasingly difficult for merchants to get expert display men and on account of this many of them will pay much larger salaries to get the services of the right kind of men.

Koester Men Wanted

In practically all instances the merchant specifies that he would prefer a man with Koester School training as this is an assurance to him that his windows will be in charge of an expert.

THOSE DISPLAY MEN who are drawing a small salary because of their lack of training will do well to spend from four to eight weeks at the Koester School—right now—and qualify for one of these very remunerative positions.

THE CLERK who always gets a small wage should avail himself of this opportunity to get into a well paying line of work. Practical store training provides the best possible foundation for the study of window display and advertising.

THE CLERK BETWEEN THE AGES OF 21 AND 30 will make a valuable advertising man and window trimmer if given the Koester School Training.

The Expert Gets the Highest Pay

Decide at once to avail yourself of this opportunity to get into a field that is in great need of your services. Four to eight weeks' time at the Koester School is sufficient to qualify you thoroughly for one of these high-salaried positions.

Over 9,000 young men and women have graduated from our Instruction Department.

Classes start every Monday in Window Display, Retail Advertising, and Card Writing. Instruction by mail can be had only in advertising and card writing.

Enter School Now—Graduate in Time for Fall Opening Display Work

The quieter summer months present a splendid opportunity for you to get away from the store for a short time. This will enable you to prepare yourself for the Window Display and Advertising work for the Fall Openings and Holidays.

Our newly enlarged quarters and additional equipment will enable us to handle larger classes.

We are now teaching advanced styles of draping and have added many new lessons in our Air Brush Instruction.

Use This "Opportunity" Coupon

THE KOESTER SCHOOL		M. R.
314 S. Franklin St., Chicago, Ill.		
Please send me your complete School Literature. I am interested in the following studies:		
<input type="checkbox"/> Window Display		
<input type="checkbox"/> Advertising		
<input type="checkbox"/> Card Writing		
<input type="checkbox"/> Scenic Painting		
Name		
Town		
State		



Write at once for School Literature

THE KOESTER SCHOOL

with which is consolidated

THE ECONOMIST TRAINING SCHOOL

314 South Franklin St., CHICAGO

FELDMAN'S

Humanized WAX FIGURES and FORMS

Modeled from life. They are speaking likenesses of beautiful womanhood. The ideal figures for correctly displaying your merchandise, creating a desire to buy whatever they display.



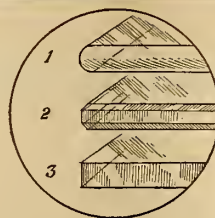
Let us send you catalogue illustrating and describing our complete line of wax figures, papier mache forms and display fixtures in metal and wood. You will surely be interested in knowing about our patented device for securing the wax head and bust to the form.

Send for complete display fixture catalog

FELDMAN FIXTURE COMPANY

24 West Thirtieth Street

NEW YORK



1. Pencil edge, rounded and polished. Used in "Silent Salesman" all-glass cases.
2. Beveled edge, easily chipped.
3. Square edge. Easily chipped and dangerous.

Every Detail Is Correct

Not one feature has been overlooked or underestimated in the construction of "Silent Salesman" all-glass display cases. One point of refinement is shown by the above illustration. Three methods are used to finish glass edges as shown by 1, 2 and 3. The superiority of 1 is obvious. It means a smooth, round edge. And this is only one of the many features. The high standard of quality of these cases has never suffered with the ever-increasing production—each of our 29 years of experience has helped to build a better product. The case illustrated has cemented glass joints—Diamond patent. Write for catalog describing our complete line—it covers a wide range in styles and prices.

Detroit Show Case Co.

Silent Salesman TRADE MARK

462 Fort St. W. Detroit, Mich.



Case No. 421

Get Acquainted
With the

House of Novelty Decorations

Visit Our Exhibit at Booths
42, 43 and 51 at the
Convention

If you do not attend the convention
send for our complete and up-
to-date Fall catalogues.

Doty & Scrimgeour Sales Co
Inc.

74 Duane Street,
NEW YORK

Who's Who in the Profession

IN THESE days the *first assistant display manager* is a mighty important factor in the big stores and he commands a reasonable salary, but not so in the days when Carl W. Ahlroth took his first position, with the Columbia Clothing Co., Superior, Wisconsin, in 1896. Mr. Ahlroth considers the acceptance of his first job as a notable event, and rightly so. He received the princely salary of \$2.50 per week, then considered ample recompense for carrying lumber, puffing tissue paper, pleating cheese cloth, washing windows and sweeping out the store.

Carl was ambitious and, regardless of his tremen-



CARL W. AHLROTH

dous income of \$2.50 per, decided to take a course in shorthand and typewriting, all the time maintaining his commanding position of First Assistant Display Manager. It did not take him long to decide that the display profession was the one for him to choose, since it had become a principal part of his life.

After four years of strenuous work as assistant he was given charge of the Columbia's twenty windows. Mr. Ahlroth then went with the Oak Hall Clothing Company, Superior, where he bought and sold merchandise and managed the decorating of fourteen show windows. He also acted as show-card writer for this concern. He opened the new Oak Hall store at Duluth, Minnesota, and took charge of the hat department, also doing the decorating and show-card work. After ten years with this concern in Duluth, he accepted the display manager's post with the Model Company, St. Louis, Missouri, from whence he associated himself with the Grand Leader Department Store, same city. At the time of Mr. Ahlroth's acceptance of this latter position the Grand Leader was be-

lieved to be the fourth largest store in the country. After a year with the Grand Leader a tempting position as display manager for the Union Clothing Company, Columbus, Ohio, was extended and accepted. After working for this concern five years Mr. Ahlroth joined the faculty of the Economist Training School, acting in the capacity of instructor in window display and card writing. He also originated and decorated service displays for manufacturers of all lines of merchandise. The year 1917 found him back as display manager for the Union Company and is still connected with this firm.

This display man has perhaps won more prizes than any other individual in the profession. He has, in addition to his artistic and creative powers, a keen knowledge of merchandising and store management. He is a shining light in the world of window display.

For Our Advertisers

Mr. Jewett Leaves Cornell Company

On Friday noon, June 21, at the Union League Club, Chicago, a farewell dinner was given by Mr. C. O. Frisbie, President of the Cornell Wood Products Company, in honor of Mr. J. N. Jewett, the company's advertising manager.

Mr. Jewett, who has been with the company since its inception, has resigned to accept a similar position with the Aberthaw Construction Company, of Boston, Mass. Under the able leadership of Mr. C. O. Frisbie, who has built up the Cornell organization to its present commanding position, Mr. Jewett has most successfully directed the Cornell Advertising.

Brief talks were given, and in turn, each one expressed his sincere appreciation of Mr. Jewett's abilities and voiced his regret at losing the services and association which have been mutually enjoyable. Mr. Jewett was then presented with a handsome leather traveling case, as an appreciation of the regard in which he is held by the Cornell Wood Products Company.

Mr. C. O. Frisbie, who arranged the dinner, was called away suddenly to Washington in the interests of the Association of Commerce, and was therefore unable to be present. However, he left word that could he have attended, he would have expressed his appreciation of Mr. Jewett's able supervision of the Cornell Advertising, and his regret at losing him.

Mr. C. J. Sharp, who has for the past year and a half been Mr. Jewett's assistant, will now assume the direction of the Cornell Advertising. Mr. Sharp is well equipped to take charge of this work, and every interest served by the Cornell Wood Products Company may feel sure that nothing will be left undone to co-operate with them in the distribution and use of Cornell-Wood-Board.



Schack's Fall Flower Book

The Schack Artificial Flower Company have just issued a new Fall Flower book with a patriotic supplement that is by far the best book on show window decorations that this house has ever published.

Air Brush with pencil grip

WOLD

1918 Type "U"



(EXACT SIZE)

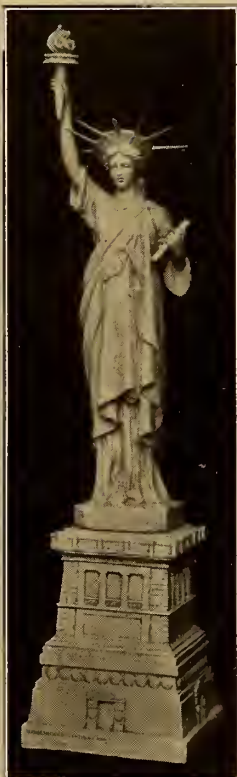
Here Is the Air Brush

That we started out more than twenty-five years ago to design. Now we offer perfection in simplicity of operation and performance. Hold the brush as you would a pen or pencil—just one, downward movement of the first finger produces a fine line or a broad spray.

Write for Special Descriptive Circular

The WOLD AIR BRUSH MFG. COMPANY HAYMARKET
THEATRE BLDG. Chicago

Here Is a Most Effective and Striking Window Display



Statue of Liberty

This beautiful duplicate of Bartholdi's **Statue of Liberty** in your window will increase your sales and help Uncle Sam sell Thrift Stamps and Liberty Bonds. Permanent decoration for all patriotic events. 52 inches high, price, \$12.00. Same wired with light on hand and tower with transparent windows three sides, \$15.00. Size 28 inches, wired, \$7.00. Not wired, \$4.50.

Made of plastic composition, finished in white or ivory tint, washable.

Special work on request.
Send for illustrated catalog free.

DEPT. "H"

**CHICAGO STATUARY
MFG. CO.**

476 Milwaukee Ave., CHICAGO



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

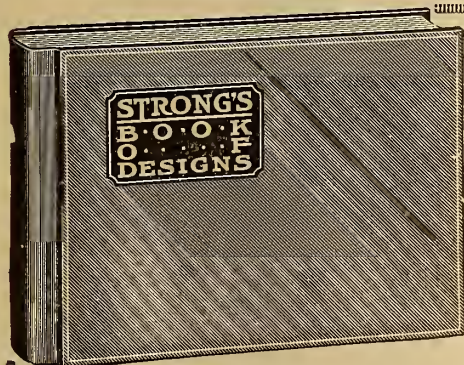
Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 alphabets, 32 sets of numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

Merchants Record Co.

Book Dept.

431 S. Dearborn St., Chicago



Handsomely bound Leatherette Cover. Size of cover 8½x10½, lettered in gold.

Strong's Book of Designs

A Masterpiece of Ornamental Art

Contains over 300 Designs — 200 in Colors

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone: — Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 designs of which are printed in colors, cuts used in book cost over \$4,000. They are printed on the finest enamel paper. The price of Strong's Book of Designs is only \$3.00. Shipped postpaid on receipt of price.

THE MERCHANT'S RECORD COMPANY, 431 S. Dearborn Street, Chicago, Illinois

This is a time when patriotic displays are in order almost continually and the wide awake display man can use this new book to very good advantage when designing special decorations, booths, floats, etc., as well as when planning his Autumn displays.

One of the most interesting features in this book is a new line of Modern Art flower decorations that are unusually beautiful as well as absolutely new, and as this book is literally filled with new ideas, it is a splendid one for every live display man to have.

The Schack Artificial Flower Company will send this book and supplement free upon request.



Frisbie Jr. At Front

When Young America makes up its mind to do something,—but listen to the story of the young Chicagoan who took Horace Greeley's advice very seriously—

Last year C. O. Frisbie, Jr., tried to get into the Officers' Training Camp at Fort Sheridan and was rejected because of some slight physical defect. Although keenly disappointed



C. O. FRISBIE, JR.

he smiled and joined the Ambulance Corps. Upon arrival in Paris, he was transferred to the Italian Front in the Red Cross Service. Here he served for six months, but all the while there kept humming through his mind the words, "Go West, young man, go west!" and of course that meant only one thing to young Frisbie—the west front in France.

Then he was relieved from duty along the Piave Front and sent back to Paris. There he again attempted to join

the American Expeditionary Forces, but was again turned down. So he entered the French Artillery and went into the training school at Fontainebleau. Frisbie still pined for action, so he made application to the French Minister of War, requesting that he be sent to join the Battery of 75's on the West Front.

Yesterday C. O. Frisbie, Sr., President of the Cornell Wood Products Company, received a cable from his son, saying that he was at last leaving to join the poilus at the front. Which simply goes to show what Horace Greeley plus American pluck did for young Frisbie, and properly ends this story.



Chicago Statuary Company Catalogue

Every merchant and display man should have a copy of the new catalogue just issued by the Chicago Statuary Manufacturing Company, 476 Milwaukee avenue, Chicago, Illinois. The assortments of Ancient, Mediaeval and Modern Sculpture are the results of years of diligent research and thought, and the great variety of patriotic subjects shown in this book are of particular interest at this time.



This concern has an enviable reputation and the character of the institution is proved by the people who patronize it. It now supplies the many Chicago high schools and various art studios throughout the United States and Canada.

One of the best sellers at this time, and an attractive resell proposition is the bust of General Pershing, 11 inches in height. These busts may be had for \$6.00 per dozen.

The beautifully illustrated catalogue may be obtained free on request. Write for it.



Campaign Committee

As published in the June MERCHANTS RECORD AND SHOW WINDOW display men are going to be given the opportunity and privilege of doing a great deal toward recruiting men for enlistment in the Army Engineers School established by the government at Camp Humphreys, Va. The executive committee on publicity is composed of the following names:

Geo. E. Macfaddin, Chairman, Director of Field Equipment International Correspondence Schools, Scranton, Pa.

C. J. Potter, Vice-Chairman, The Drygoodsman, 231 West Thirty-ninth St., New York City.

Geo. H. Lamberton, Vice-Chairman, MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago.

Capt. Louis T. Grant, E. R. G., U. S. A., Camp Humphreys, Va.
A. H. Hagen, Stix, Baer & Fuller D. G. Co., St. Louis, Mo.
Joseph Nathan, Jordan Marsh, Boston, Mass.

Andrew Hopkins, Gimbel Bros., New York City.

Harry W. Hoile, Pres. I. A. D. M., 4721 Maripoe St., W. Pittsburgh, Pa.

Jerome A. Koerber, Strawbridge & Clothier, Philadelphia,

Chas. W. Morton, Weinstock, Lubin & Co., Sacramento, Calif.

John R. Patton, L. S. Ayres & Co., Indianapolis, Ind.

Clement Kieffer, Jr., C. A. Weed & Co., Buffalo, N. Y.

L. A. Rogers, John D. Mabley, Detroit, Mich.

Charles T. Boyd, Frederick Nelson, Seattle, Wash.

Samuel R. Weiss, The Emporium, Detroit, Mich.

Special posters are being designed by artists of international reputation. These posters and other matter will be available for the use of display men who wish to apply to the chairman or any other members of his committee, named above.

Camp Humphrey will be portrayed in miniature as a part of an exhibit at the New York convention of display men.



W. T. GEISSINGER
PATENTEE AND
MANUFACTURER

**MADE IN
U. S. A.**

"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET

PATENTED JANUARY 16, 1917

Looks Just Like Professional Lettering

Spring

THIS IS THE STYLE OF TYPE OF
MY ALPHABET

Offerings

82 SIXTEENTH AVENUE
LONG ISLAND CITY, NEW YORK

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service Inc.

519-521 N. Halsted St.

CHICAGO, ILL.

Don't Miss This New Practical Displayer

Here is an adjustable spring holder for skirts or trousers.
Mighty handy for window display or use in the depart-
ment. Heavy nickel. Price \$30.00 per dozen.

How many can we ship you?



Manufacturers of

Metal Display Fixtures of Quality—Artistic Wax Figures, Enameled
Dress and Waist Forms. Write us for specials.

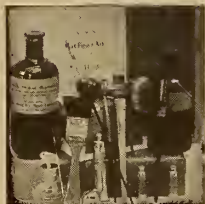
BUCKEYE FIXTURE CO.

Factory and Salesroom—1292 W. 4th Street, Cleveland, Ohio

Allies You Can Depend On—For Results

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUBENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased. SATISFACTION GUARANTEED OR YOUR MONEY BACK.

No. 1 outfit will clean and refinish 100 forms..\$1.75
No. 2 outfit will clean and refinish 200 forms.. 2.50
No. 3 outfit will clean and refinish 300 forms.. 3.50
No. 4 outfit will clean and refinish 500 forms.. 5.00
NUBENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.
8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price..... 1.75
32 ounces net weight. Price..... 2.50
48 ounces net weight. Price..... 3.00

It pays to purchase in large quantities, age will not affect materials.

Orders Shipped Same Day Received
Catalog Free

Harrisburg Wax Figure Renovating Co.
335 Crescent Street, Harrisburg, Pa.

AN Invitation is Extended to All Merchants and Display Men Visiting the New York Market to Make Themselves at Home in our New and Centrally Located Show Rooms.

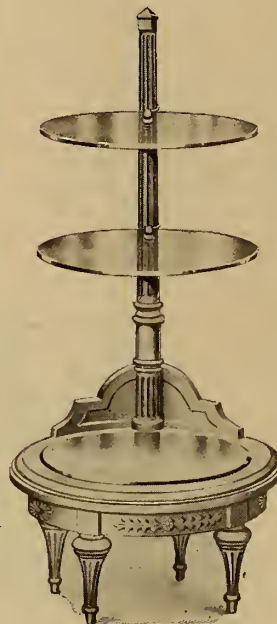
You men visiting the July Convention especially, are welcome to make this your headquarters. Have your mail addressed in our care and use our facilities in any way you wish.

Originators and designers of the artistic and practical in high class window and store decorations. A great variety of designs and prices to suit all needs.

Natural Plant Preservers Co.
234 5th Ave. New York City
N. W. Corner 5th Ave. and 27th

"First With The Latest"

A Brand New and Original Superior Display Fixture



For use in

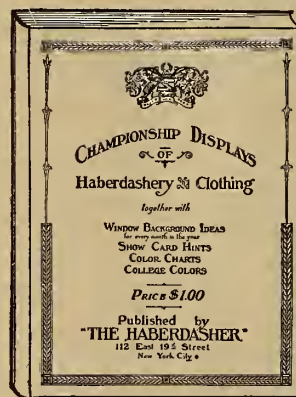
WINDOW for the
DISPLAY of Jewelry
and Men's Wear,
Accessories.

Large oval plate, glass
shelves, adjustable.

Made ornamented or
plain. All finishes.

Superior Brass & Fixture Co.
316-318 W. Jackson Blvd., Chicago

Collection of Some of Latest Displays of Clothing and Haberdashery



There has just been published a most valuable book for the displayman handling men's lines. Here is shown the work of many of the best men in the business in every part of the country, including trims in The Haberdasher's National Championship for 1916 shown. Any one of hundreds of ideas worth more than the price of the book. Should be in the "library" of every displayman.

"THE HABERDASHER"

National Championship Displays of Clothing
and Haberdashery
DESCRIPTION OF BOOK

This is a big book—112 pages, 9½x12 inches—122 half-tone illustrations of complete window and unit trims—30 pages of background suggestions, for each month in the year—346 texts for show cards—3 color charts, individual color chart—complete list of college colors, printed on extra fine paper.

PRICE \$1.00 PREPAID

Please remit with order

The Merchants Record Co.
431 So. Dearborn Street Chicago, Illinois



FRANKEL WORKS
VESTRY AND HUDSON STREETS
NEW YORK



Behind the Frankel organization is a manufacturing plant that today stands alone in producing the kind of display fixtures, forms, wax figures, and the like which aid so materially in the selling of merchandise through the eye.

Frankel Display Fixture Company MANUFACTURERS

"The Highest Grade Only"

Display and Salesroom: 1140-1146 Broadway, at 27th Street
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"Established 1888 and Growing Every Day"

Visit the gold section at I. A. D. M.
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Waldorf Astoria July 8 to 11 New York



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at 500 per
cent profit

Beautiful
Appropriate
Patriotic

"AMERICA, WE LOVE YOU"
"DUTY CALLS"
"PERSHING IN FRANCE"
"ALL OUR PRESIDENTS"

Big demand everywhere. Many dealers
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Sell for 25c Cost \$5 per 100
Samples of either of the above
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NEW JERSEY

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Twenty-two Full Page Drawings fully
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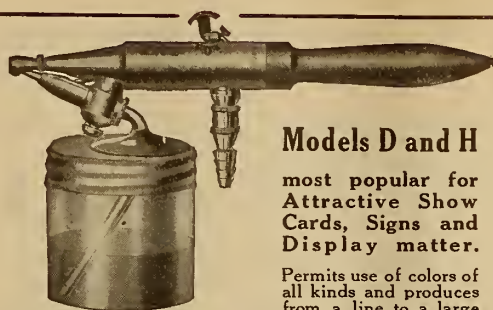
By M. P. Staulcup

Practical and Economical Decorations

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431 SO. DEARBORN ST. CHICAGO



Models D and H

most popular for Attractive Show Cards, Signs and Display matter.

Permits use of colors of all kinds and produces from a line to a large spray. Paasche Air

Brushes made in many sizes for all requirements.

THE GREAT FAVORITES EVERYWHERE
ORDER YOURS TODAY and
INCREASE YOUR EARNING CAPACITY

PAASCHE Famous 3-in-1 Air Brushes

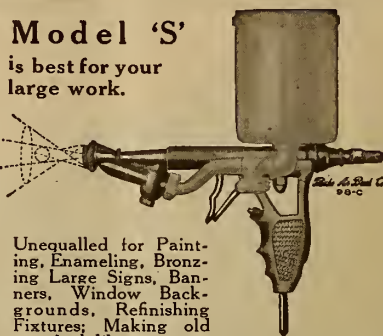
Universally used by best Show Card Writers, Sign Painters, Decorators, Window Trimmers and Displaymen.

Greater efficiency, speed and durability assured with use of these Incomparable Tools.

Write us today for circulars

Paasche Air Brush Co.
1229 W. Washington Blvd. CHICAGO

Model 'S'
is best for your large work.



Unequalled for Painting, Enameling, Bronzing Large Signs, Banners, Window Back-grounds, Refinishing Fixtures; Making old ones look like new.

PRODUCES UNMATCHABLE EFFECTS
SAVES HOURS of HARD WORK

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal*

Illustration shows actual size of three smallest widths made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

*Send for 1918 Booklet
showing full line at a
glance.*

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl Street, NEW YORK



SHOW CARD WRITERS SUPPLIES

It is physically impossible for our traveling salesman to reach all you fellows. That is why we print a catalog of our entire line to reach every man whose abode is off the beaten path.

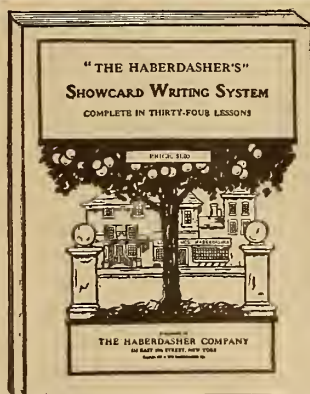
Strong's 1918 Catalog

pictures and prices accurately every item of equipment used by the sign and show-card writer. Write for this catalog today—it's FREE—you will get just the brush, color or cardboard you are looking for when you have a Strong catalog.

Address Supply Department,

DETROIT SCHOOL OF LETTERING

L. S. Strong, President
DETROIT, MICH.



"The Biggest Value in Instruction Books I Have Seen for a Long Time"

That is what a publisher of a trade paper for showcard and sign people says. The book is written by A. E. Hurst and C. J. Nowak, two of the best known show card authorities of America. In 34 lessons the book covers every phase of the subject of showcard writing for retail stores. Specially valuable, because it contains all the latest ideas. Of help to both the beginner and the man who wants to be up-to-the-minute.

Ask for The Haberdasher's Showcard Writing System.

PRICE **\$1.00** PREPAID

The Merchants Record Co. 431 South Dearborn Street
CHICAGO, ILLINOIS

94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

Want, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion. Please remit when sending copy.

WANTED—Window Decorators and Card Writers. We know of excellent positions open from time to time. Write us in confidence. Boyd System, Washington, D. C.

WANTED—First-class window man and card writer for exclusive men and boys' shop. Send samples of card work and photos of windows with application. Address White & White, Pensacola, Fla.

FOR SALE—Profitable clothing and furnishing business in a prosperous Indiana county seat. No trades. Am drafted. Address Box 333, care MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

FOR SALE—View Camera 5x7 for photographing windows. Excellent lens, 3 double plate holders—fine substantial tripod and leather carrying case. Outfit cost \$35.00, will sell for \$15.00. Address Box No. 332, care MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

FOR SALE—To window men and figure artists: Ready-Fit eye lashes for wax figures—guaranteed same as 12,000 sets sold to leading figure manufacturers—so easy to put them in—great for refinishing—full directions with each order. Sample set 50c, 1 doz. sets \$5.25. Address Thos. P. Cheevers, 66 West Congress St., Detroit, Michigan.

MERCHANTS—In need of Display and Advertising men or Card Writers, should communicate with the Secretary, International Association of Display Men, 123 Dwight Ave., Grand Rapids, Michigan. All possible efforts made to assist Merchants in securing competent men. Several men now registered for immediate connections. Try this service.

WANTED—Window Trimmer or Display Manager to represent our well known "Korrek-way" line of Window Display Fixtures in every city. Unusually attractive proposition paying very liberal commissions. Write for catalog and full particulars. All replies confidential. Address, American Fixture & Showcase Mfg. Company, St. Louis, U. S. A.

Our Catalog of Card Writing Supplies
with 8 Alphabets is Ready for You—
A Post Card Will Do

WALLBRUNN, KLING & CO.

327-329 SO. CLARK STREET CHICAGO, ILL.



\$7.00 FOR AN AIR BRUSH
That Meets Every Requirement
Practical Air Brushes—are used
by all leading Cardwriters, Display
Managers and sign shops, as well as
many others, because they are Practical

Order yours today.

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*All Broken
Fingers Gone*

Use "Over Night"

wax cement—joints solid as welded iron—Tube \$1.00
JULIUS BLUMENTHAL, 166 N. State Street, Chicago
Wax Figures Refinished, Repaired, Marcel Wave Hairdressing only

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

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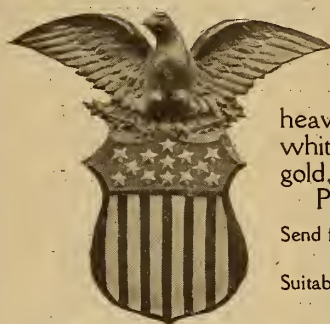
Creators of the Newest Ideas in
Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
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Shield and Eagle

Special design in
 Papier Mache —
 heavy relief. Shield in red,
 white and blue—Eagle in
 gold. Size 33x36 inches.
 Price \$5.00 complete

Send for catalog showing complete
 line.

Suitable for windows, interior and
 outdoor displays

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 1405 Irving Park Blvd. Chicago

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 \$1 the year—and will pay for itself.
 A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD
 Dept. M. R., COLUMBUS, OHIO

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16 Full-Page
 Illustrations



272 Pages
 Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to *Retail Advertising Complete*
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"Store Management—Complete" tells all about the
 management of a store so that not only the greatest sales
 but the largest profit may be realized.

THIRTEEN CHAPTERS

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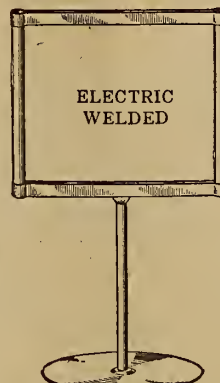
CHAPTER V.—The Store Policy—What it should be
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 Meeting cut rates. Selling remnants. Delivering goods.
 Substitution. Handling telephone calls. Rebating railroad
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NOW



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EXCLUSIVE NOVELTIES
ORIGINAL CREATIONS
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To-Day*



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PERPETUATED PLANTS, PALMS, CYCAS
WREATHS OR GARLANDS

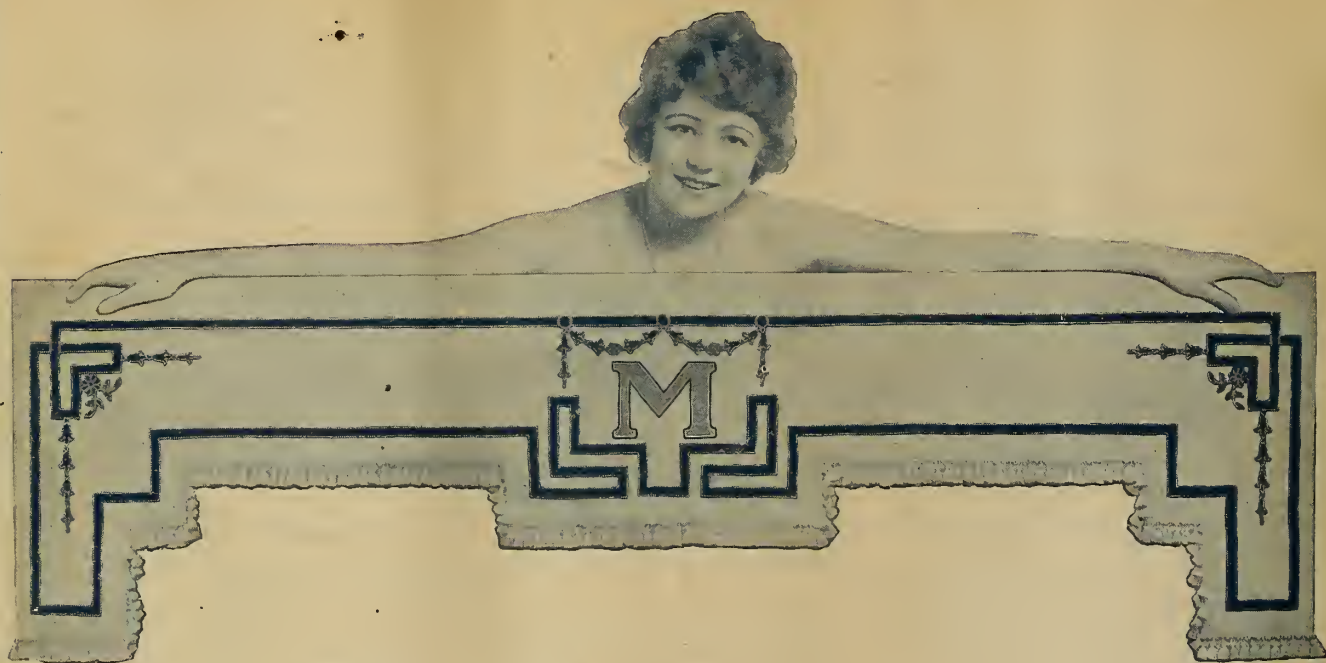
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NATURAL PREPARED OAK AND BEECH BRANCHES
RUSCUS FOR OUTDOOR USE, IN BEAUTIFUL
AUTUMN COLORINGS

FRANK NETSCHERT

61 BARCLAY STREET

PHONE BARCLAY 6410-6411

NEW YORK



Valances

Show Window Valances have become a permanent institution and most modern stores have already installed draperies of one kind or another.

If you already have GOOD valances—the kind that really beautify your store front, you need read no further—

But if you have inappropriate, poorly made valances or none at all, step into line and find out NOW what REAL valances will cost for YOUR front.

Send glass sizes of your windows and we will mail Folder or Valance Designs in actual colors with recommendations covering your requirements.



Draper y Department

Curtis-Leger Fixture Co.

237 W. Jackson Blvd.

Chicago

*Merchants Record
and Show Window*

August 1918



Sue Bodine

Manufacturers, Designers and Originators of

Metal
and
Antique
Wood
Display
Fixtures



Wax
Figures
and
Papier
Mache
Display
Forms

OUR FACTORY, HOLYOKE, MASS.

Detroit, 78 Wash. Blvd.

THE BARLOW-KIMNET CO.

Boston, 20 Oxford St.

Display and Show Rooms: 724 Broadway, N. Y.

WRITE FOR CATALOG No. 12W

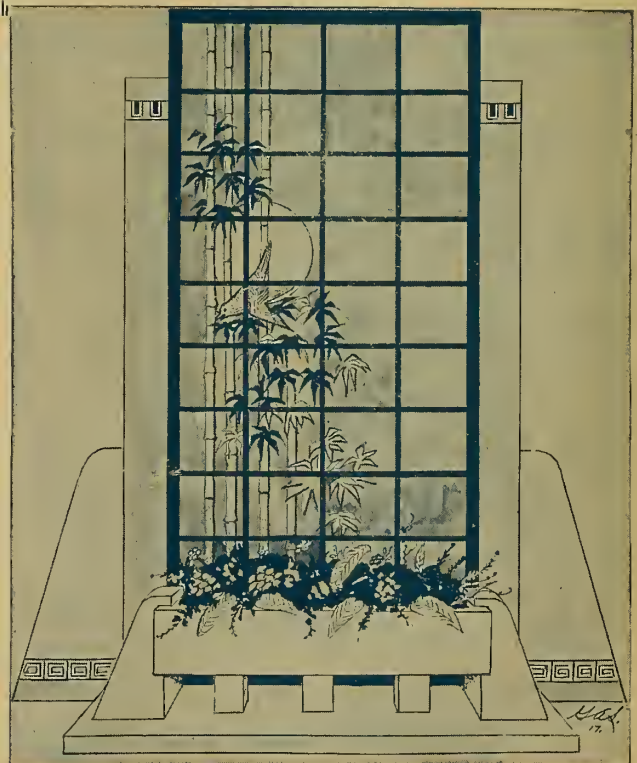
Compo-Board

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds nothing can take the place of COMPO-BOARD. Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about Compo-Board. Send for sample of Compo-Board and copy of this book, it's free.



Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

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In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$2.00 a Year
All Other Countries \$3.00 a Year

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

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VOLUME XLIII

NUMBER 2

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Cut. No. 1.

For Sale

*at less than
one-fourth
original cost*

*The most beautiful
as well as unique
interior decoration
ever installed by a
New York mercan-
tile establishment*



Cut No. 2.

This decoration was installed by Saks & Co., New York, for their Holiday Bazaar of last year and as it is the policy of this firm to use such decorations only once the entire lot is offered at a figure so attractive as to be almost ridiculous when compared with its original cost. The entire work was executed by Bodine & Spanjer Co., Chicago, and this fact guarantees its high quality and its practicability.

It consists of about 265 lineal feet of ledge decoration such as illustrated in cut number 1, and 44 post decorations as illustrated in cut number 2. The Japanese influence predominates throughout but is not so prominent as to make it exclusively oriental. The decorations of the ledge panels are done on canvas and those on the posts on Composition Board. The trimmings are flat black on wood and are highly artistic. The painting is done in oil and no two posts or panels are alike in the decoration.

If desired a system of flood light can be used with it, although it will make a most attractive decoration without any light effect.

The post decorations can be used on columns measuring 18 inches or less and the ledge decorations can be arranged so as to fit any case arrangement as shown in cut number 1.

All the panels and post decorations are in the finest condition and are ready for immediate use.

To make a quick sale the price has been put at \$1000.00 net. This does not include packing, which can be done for a very reasonable sum.

These decorations can be used for any occasion such as a Fall or Spring Opening, Style Shows, Christmas or any event where an unusual effect is desired.

The store that wants to make a wonderful hit will find it advantageous to purchase these decorations.

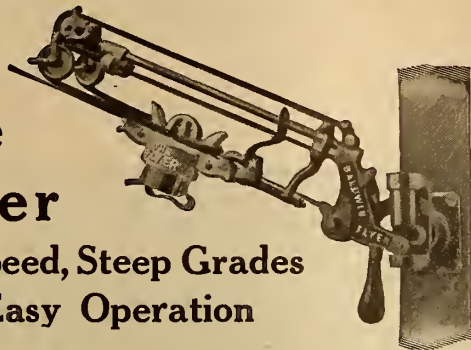
For further information call on or address,

Willis F. Brink, Display Manager,

SAKS & CO., 34th Street and Broadway, N. Y. City

The Flyer

for Speed, Steep Grades
and Easy Operation



This neat Bracket adds to the looks of store. Does not detract as all other Wire-Line Carriers do. THE FLYER has a *positive* automatic action which makes it absolutely sure to reach its destination *every time*. Can be fastened to high or low shelving or high show case, as it has only a single fine wire for each station.

BALDWIN FLYER Cash and Package Carriers

give your store that refinement of prompt service with quiet dispatch of cash and goods to a central desk that pleases customers and helps you to sell more goods.

The BALDWIN SYSTEM

insures a double checking of each transaction, and with its one receiving station, eliminates expense of extra cashiers, inspectors, etc., while giving the quickest possible service, and preventing costly errors.

Our Up-Shoot and Over-Shoot Cash Carriers operate between floors and reach difficult points in your store without expense for power. Get quick action in your Store Service at the least expense.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

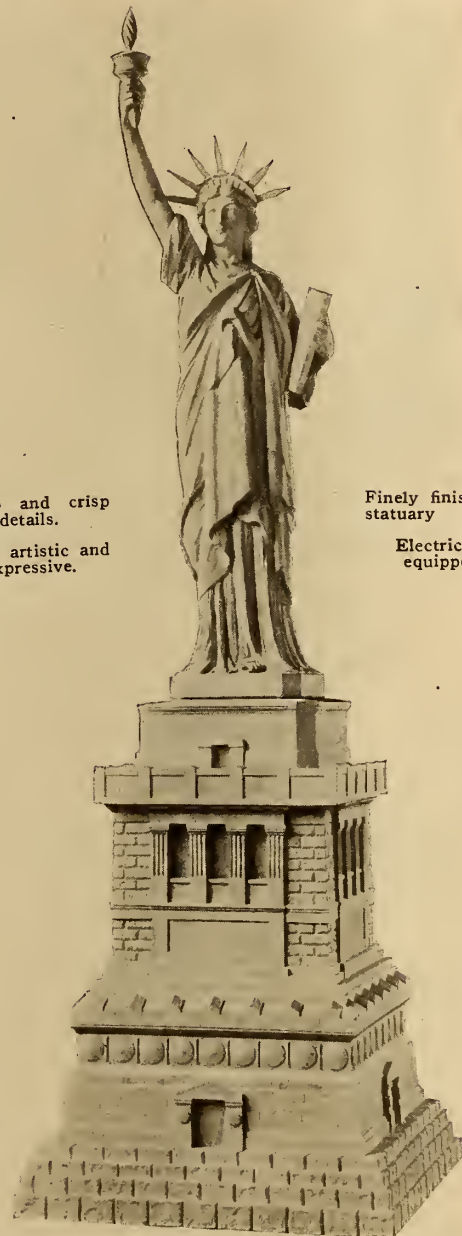
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**James L. Baldwin
and Co.**

352 W. Madison Street, Chicago

Statue of Liberty

The Finest Replica Ever Offered for Sale



Sharp and crisp
details.

Truly artistic and
expressive.

Finely finished in
statuary bronze.

Electrically
equipped.

HEIGHT 78 INCHES

This Statue of Liberty is cast in hard Gypsum composition, finely modeled and finished in statuary bronze by a new process, which makes it difficult to distinguish from real, bronze.

Furnished complete with all electric wiring socket, lamp, 5 feet of silk cord and attachment plug.

PRICE: Statue and pedestal.....78 in. high \$32.00
Statue only46 in. high 15.00

Prices are F. O. B. Philadelphia, carefully packed and boxed to insure safe arrival. We advise shipment by Express.

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Voigt Company

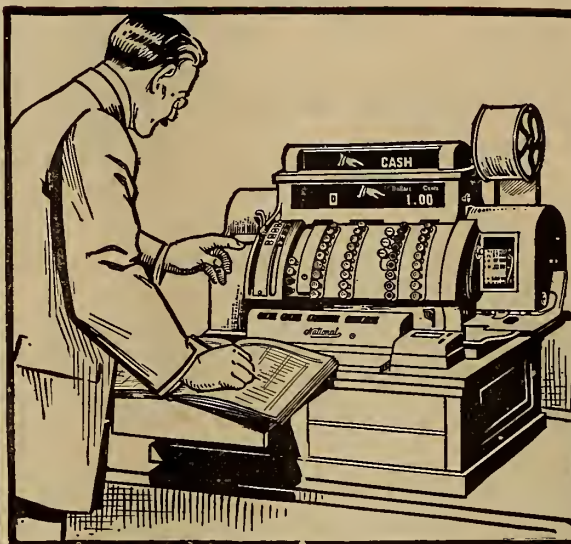
1743-47 NORTH 12TH ST.

PHILADELPHIA, PA.

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The old way



The new way

A man should not do the work a machine will do for him

A merchant, with all his troubles, should never do the work that a machine does better and quicker.

Our newest model National Cash Register makes the records which a merchant needs to control his business. It does fifteen necessary things in three seconds.

Without the register a man cannot do these things in half an hour.

With the register, even a new clerk can do them just by pressing the keys.

Our new electric machines are as much better than old machines as an up-to-date harvester is ahead of a sickle for cutting grain.

The latest model National Cash Register is a great help to merchants and clerks.

It pays for itself out of what it saves.

Merchants need National Cash Registers now more than ever before

..... FILL OUT THE COUPON AND MAIL TODAY

Dept. 17402, The National Cash Register Company, Dayton, Ohio.

Please give me full particulars about the up-to-date N. C. R. System for my kind of business.

Name _____

Business _____

Address _____



Parione—The Vogue Figures

THE FIGURES that are creating a sensation wherever shown. Interchangeable natural hair or sculptured headgear. THE FIGURES that surpass all others in beauty, strength and durability.

Write for latest catalog.

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MILWAUKEE, WISCONSIN

822 Medinah Bldg., Chicago, Ill. 202 E. Fourth Street, Los Angeles, Cal. 15 W. Ninth Street, Kansas City, Mo.



This Catalogue Tells You How to Use This Attachment

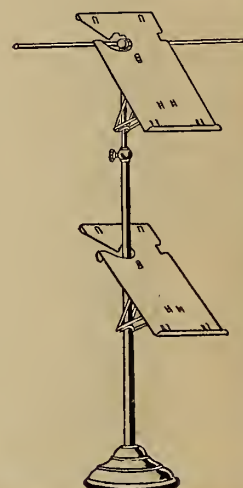
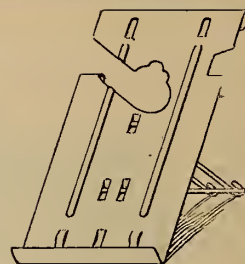
This little metal attachment was designed by Morris Leon, a practical display man, and is a device that can be snapped to a T-stand in a jiffy. Its many uses were demonstrated at the I. A. D. M. Convention. Mr. Clement Kieffer, Jr., showed how to use it in connection with a cane and T-stand for displaying shirts, and Mr. Leon showed how it could be used for displaying linens, undermuslins, hosiery, boxed goods, notions and toilet goods.

The catalog tells you all about it and how you can use it with your T-stands. It is a practical device and you should know about it.

Catalogue on Request
Send for it today

MORRIS LEON MFG. COMPANY
220-222 W. Superior Street . . . Chicago, Ill.

This shows only one of the many ways in which the attachment may be used in connection with a T-stand



Here Is a Most Effective and Striking Window Display



Statue of Liberty

This beautiful duplicate of Bartholdi's **Statue of Liberty** in your window will increase your sales and help Uncle Sam sell Thrift Stamps and Liberty Bonds. Permanent decoration for all patriotic events. 52 inches high, price, \$12.00. Same wired with light on hand and tower with transparent windows three sides, \$15.00. Size 28 inches, wired, \$7.00. Not wired, \$4.50.

Made of plastic composition, finished in white or ivory tint, washable.

Special work on request.
Send for illustrated catalog free.

DEPT. "H"

**CHICAGO STATUARY
MFG. CO.**

476 Milwaukee Ave., CHICAGO

Goodform
TRADE MARK

Whenever you get window fixtures insist on the **Goodform** kind. The name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims
will be of service
to you.

Yours for the asking.

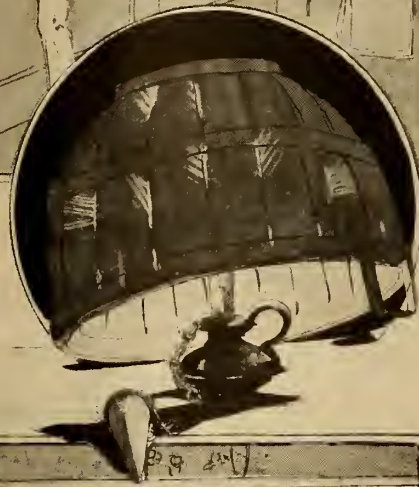
HINCHER MFG. CO.
OF INDIANA
Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.

Stop ⁶⁶CAMOUFLAGE⁹⁹



Compare the two methods here shown. Which would be most certain to attract your patronage?



The proverbial "light under a bushel" applies to the methods of the merchant who still conceals his merchandise in stock boxes.

The merchandise itself does not attract nor invite its purchase. The sales are thus retarded and the items of mark-down and depreciation reach the maximum.

The service, too, represents a tremendous waste of man-power—both from point of sales-people and customer.

The **NEW WAY** merchant has the proper devices for placing his merchandise in the foreground where it automatically invites sales. He increases his turnover and conserves man-power.

Shall we send further interesting facts regarding the **NEW WAY** method?

Grand Rapids Show Case Co.

Main Office and Factory:
GRAND RAPIDS, MICH.

Branch Factory
LUTKE MANUFACTURING CO.,
Portland, Ore.

Branch Offices and Salesrooms
NEW YORK CHICAGO
1465 Broadway, at 42d St. 316-318 W. Jackson Blvd.
ST. LOUIS BOSTON
1134 Washington Ave. 305 Harvey Bldg.
DALLAS
Licensed Canadian Mfrs., JONES BROS. & CO.,
Ltd., Toronto, Ontario



Established 1888
and growing every day

Complete catalogs of
every display need on
request.

THIRTY YEARS OF PROGRESS

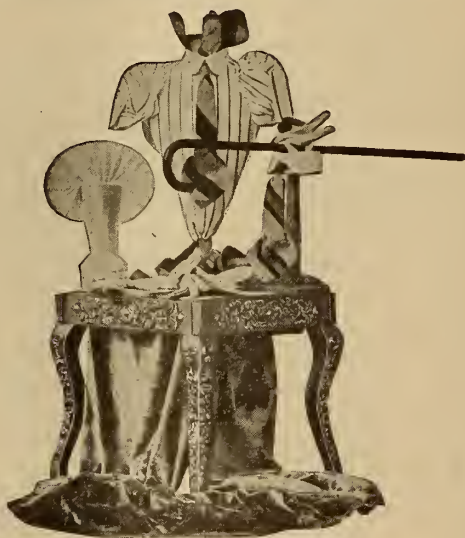
Without a change in the
personnel of the management.

The same men who founded the FRANKEL DISPLAY FIXTURE CO. and have been responsible for its policies and its progress, are still controlling and managing the business and are responsible for its every act. It is the highest degree of *personal* responsibility, zealously guarding its reputation for fair and square treatment of its customers.

The name of FRANKEL is synonymous with the highest quality of wax figures, forms and display fixtures, backed by FRANKEL honor, service and guarantee. The multitude of satisfied customers, in every portion of the civilized globe is convincing testimony to the fact that the FRANKEL DISPLAY FIXTURE CO. has unsurpassed facilities for producing "The Best Only," under their personal supervision in *their own Big 7 story Factory.*



1140-1146 Broadway at 27th St.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability

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Polay Fixture Service, Inc.
519-521 N. Halsted St. CHICAGO, ILL.



NA-DE-CO Valances, Panels and Drape Shades

give a finished appearance to your display windows.

The NA-DE-CO line includes a large number of beautiful, attractive designs suitable for the large or small store.

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National Decorative Co., Inc.

Designers and Manufacturers

Valances, Panels and Drape Shades, Plushes and Velours

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No. 5865. Golden Rod Spray
A wonderful new decoration with foliage in beautiful blue tones and flowers in rich amber. Size 36x24 inches.

Each \$1.25

Dozen \$13.00

Among the new decorations for Fall, is the Comet Aster, which is very effective where plenty of color is needed. The flowers are in bright orange, red and amber and the foliage in either natural green or fall tones.

Another beautiful decoration is the Spirea which is a small bright scarlet flower made up into sprays and with its bright green foliage makes a remarkably fine effect.

Familiarize yourself with all these beautiful things by sending for our new fall flower book today.



No. 5866. Golden Rod Vine

The foliage is beautiful tones of blue and the flowers are rich amber color. Size 40x10 inches.

Dozen \$4.20

Gross \$42.00

This book is filled from cover to cover with new and original ideas in decorations of all kinds for the show window and interior and should be in the hands of every display man before planning his Autumn exhibitions.

SCHACK'S

NEW GOLDEN ROD DECORATION

For Autumn 1918

This is an unusually attractive decoration for Autumn and is made up in a number of different size sprays and vines that will facilitate artistic arrangement wherever it is used. With its deep amber, natural looking flowers and its abundance of foliage in either natural green or autumn tones, it will make a

Beautiful Decoration for Your Fall Displays.

A very rich effect can be obtained by combining the amber colored flowers with foliage in rich tones of blue, for which there is no extra charge. Besides the golden rod we are featuring

Many Other New Decorations

that you have never seen before; with which you can work up some very striking effects. All these new things, together with an extensive line of decorations for

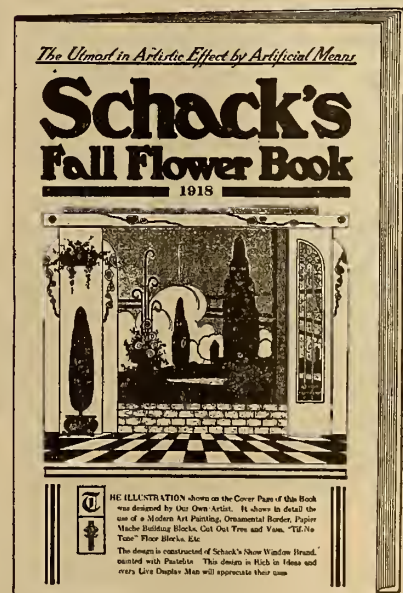
Patriotic Displays

including Shields, Plaques, cut-out figures of the Goddess of Liberty and Uncle Sam, are

all shown in our magnificent new catalogue

which together with special supplement will be mailed to you free.

Write for this book today



Send for this new book today—It is free for the asking

SCHACK ARTIFICIAL FLOWER CO.,

**1739-41 Milwaukee Ave.
CHICAGO**

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KANT-KRACK

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SELF
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**Shape, Shade
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Big demand everywhere. Many dealers
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Sell for 25c Cost \$5 per 100
Samples of either of the above
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The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO



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Cornell-Wood-Board is tough, durable and will not warp, crack, chip or buckle. Resists heat, cold and moisture and requires less paint or calcimine than other interior finishing materials. Progressive merchants are particular to specify Cornell-Wood-Board, for they know it saves time, labor and money.

Aside from its uses for Window Trims, Cornell-Wood-Board is unequalled for the Walls and Ceilings of Offices, Residences, Garages, Poultry and Dairy Houses, Farm Buildings, Churches, Stores, and Theatres.

Your Lumber Dealer has Cornell-Wood-Board. If he cannot supply you, write us for Free Samples and Window Display Folder,

CORNELL WOOD PRODUCTS COMPANY
DEPT. 138 173-175 W. JACKSON BLVD. CHICAGO

Cornell-Wood-Board

**Excels for Walls, Ceilings and Partitions
Repairs, Alterations or New Work**

PROMPT DELIVERIES

LOW PRICES

It is natural that in supplying, as we do, the foremost stores of America, this experience enables us to bring to every store in the country the advantage of buying decorations that will make it have the best displays in the community.

**Baumann's Art Panels, Backgrounds, Cut-outs,
Baskets and Flowers will help your display.**



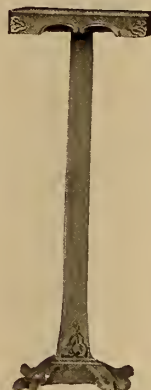
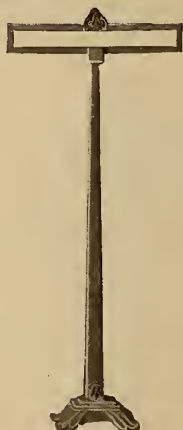
One of Our New Art Panels

Write for
Basket, Pa-
triotic, Art
Panel and
Background
Catalog.

Write for
Flower and
Foliage Cat-
alog. Illu-
trated in Col-
ors.

L. BAUMANN & CO.
Leading Importers and Manufacturers.

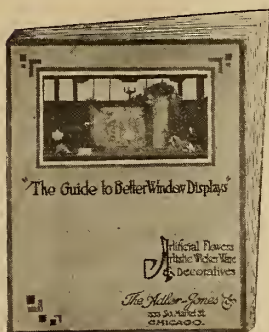
357 - 359 W. Chicago Ave.
CHICAGO.



HUGH LYONS FIXTURES MAKE BUYERS OUT OF PASSERSBY

Our attractive period display fixtures, which are shown in accompanying illustrations have been enthusiastically received in the better class of stores. Our Adam, Chippendale, Queen Anne and William and Mary designs are shown in our latest supplementary catalogs, which will be sent you upon request.

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"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
NEW YORK SALESROOM 35 W. 32nd STREET
CHICAGO SALESROOM 234 S. FRANKLIN ST.



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WINDOW DISPLAYS

MERCHANTS—make your windows pay well. This helpful book shows the way to do it easily and economically. No one who values his business will be without this great book. It not only catalogues in colors the greatest assortment of Artificial Flowers and Decoratives but also illustrates prize windows and fully explains

ADLER-JONES SERVICE

"Ask Jones—He Knows"

Harry T. Jones is recognized authority on all matters pertaining to merchandise displays and color schemes. He conducts "Adler-Jones Service" free to all who care to avail themselves of it.

SEND NOW Don't put off getting this book. A request on your letterhead brings it free by return mail, postpaid.

The Adler-Jones Company
333 So. Market St., CHICAGO



Practical Display Forms for Every Purpose

Operating with low selling costs, we can sell you forms of the highest quality at prices that worry our competitors.

Don't fall for the "high cost of materials" talk. Most of it is bunk.

Become a **Co-operative** customer and see what real value means in forms, wax figures and display fixtures.

Write *to-day* for our complete catalog and be convinced.

No. 75. A perfectly moulded form, with enameled bust. Projecting shoulders that make effective display. Mounted on No. 1 base, as illustrated, with square upright, each.....\$7.35
With flat No. 3 base or round base, with round uprights, each.....\$5.25

Co-operative Display Fixture Co.

143 Grand Street New York City
"Away From The High Rent Zone."



You can't expect Beaver Board results unless this trademark is on the back of the board you buy.

Use It Over and Over Again

The first use you'll have for Beaver Board will probably be in your window backgrounds. You'll re-decorate them occasionally to make them look like new and then use them as backgrounds in other parts of the store.

But that's not the end of the Beaver Board. You can use it over and over again and it's right here that Beaver Board proves its great economy.

You can take it out of the big panelled background and put it in smaller spaces. You can build it into artistic scenic effects. You can

make pillars, platforms, vases or use it in a hundred other ways.

So this substantial building material pays for itself many times over before you are through with it.

Our Department of Design and Decoration is constantly at work discovering new ways of using Beaver Board and creating new ideas for window decoration.

We suggest that you write us occasionally for our newest ideas and when problems develop ask us for special service.

THE BEAVER BOARD COMPANIES
100 Beaver Road Buffalo, N. Y.
Branches in Boston, New York, Baltimore, Cleveland, Detroit, Chicago, Minneapolis, Kansas City and San Francisco.
Manufacturers also of Beaver Greenboard and Beaver Blackboard.
Distributors in principal cities. Dealers everywhere.

BEAVER BOARD

FOR PERMANENT OR TEMPORARY BACKGROUNDS. CUTOUTS AND DISPLAYS

Our New Line of CLOTH and SILK Flowers in Beautiful Autumn Shades

IF YOU WANT SOMETHING SHOWY AND ATTRACTIVE, HERE THEY ARE



No. 11010. Autumn Adiantum Spray with four Black-eye-Susans. Flowers come in golden yellow. This is a very showy number. Size of spray is 12x30 in. Price, per dozen.....\$4.95



No. 3100. Basket filled with chrysanthemums and autumn fernery. Flowers come in golden yellow, pink, purple, etc. Basket decoration is 42 in. in height. Mention color when ordering. Basket can be furnished in natural green, brown, or any other color desired. Price, each\$5.50



No. 11012. Autumn Adiantum Spray with six golden yellow Asters. Size of spray is 12x30 inches. Price, per dozen. \$4.95 Can also furnish the above with Poppies at same price.



No. 3101. Basket filled with Black-eye-Susans, Asters, Corn Flowers, etc. Basket is very true to nature. Basket decoration is 42 in. in height. Basket can be furnished in natural green, brown, or any other color desired. Price, each\$4.95



No. 3257. Silk Poppy Stalk on 36-in. stem with 6 x leaves. Flowers come in orange tints, solid yellow, etc. Price, per dozen.....\$8.50

No. 3259. Silk Poppy Stalk on 30-in. stem with four leaves. Flowers come in orange tints, deep yellow, brown. Price, per dozen.....\$6.50



No. 3245. Wistaria Spray, which comes in rich yellow shades. Size of spray is 10x22 inches. Price, per dozen.....\$3.50



No. 3242. Black-eye Susans in golden yellow, 26 in. in length. Price, per dozen\$2.50



No. 3250. Chrysanthemum Stalk in beautiful orange, red, cerise, brown, etc. Stalk has six leaves and flowers come on 36-in. stem. Price, per dozen.....\$8.50

No. 3254. Chrysanthemum Stalk in beautiful orange, red, cerise, brown, etc. Flowers come on 30-in. stem with four leaves. Price, per dozen.....\$6.50



No. 3102. Basket filled with Chrysanthemums. Flowers come in orange, red, purple, etc. Height of decoration is 40 in. Price, each\$5.85



No. 3260. Basket filled with daisies, in assorted colors. Height of basket decoration is 22 inches. Basket can be furnished in green, brown, or any special color to order. Price, each\$1.45



No. 3247. Cinetaria Bush, with 11 flowers and buds and five leaves. Bush is 16 in. in height. Flowers come in assorted sizes. Price, per dozen ..\$2.50



No. 3249. Silk Arabis Alpina Spray, in yellow and orange. Size of spray is 10x18 in. Price, per dozen.....\$3.50



No. 3262. Basket filled with silk asters. Height of basket decoration is 22 inches. Basket can be furnished in green, brown, or any special color to order. Price, each\$2.95

J. F. GASTHOFF & CO., DANVILLE, ILLINOIS



No. 607. Ivy Vine in autumn tints, with twelve two-size leaves.
Price, per dozen.....\$ 0.95
Per gross 10.00



No. 3027. Wistaria Vine in beautiful autumn shades. Vine has twelve leaves and three flowers. This is a very effective and showy number and is a good filler for large decorations.
Price, per dozen...\$ 1.75
Per gross 18.00

No. 404. Small Grape Vine in beautiful autumn shades, with twelve leaves.
Price per dozen.....\$0.75
Per gross 8.50

The above numbers come in autumn but we can furnish them in solid green, or any special color to order.



No. 1305. Hanging Basket. Basket is filled with an assortment of flowers and green fernery. Decoration is 36 in. in length.
Price, each\$ 1.50
Per dozen 16.50

Autumn Decorations

Made of High Class Paper Which Cannot Be Duplicated

We have selected a few of our most useful numbers. If you want something showy and attractive, here they are.

You save from 20 to 30% on our prices and, besides, get much better and higher class material comparing colorings and workmanship.

Don't wait but order some of these numbers at once.



No. 493. New Maple Spray in autumn tints. Size of spray is 24x18 inches. This is a very showy number for the price.
Price, per dozen.....\$ 4.00
Per gross 40.00



No. 407. Grape Vine in autumn shades, with twelve three-size leaves. A very good number to use with grape bunches.
Price, per doz...\$ 1.20
Per gross 12.00



No. 402. Extra Large Grape Vine in autumn shades, with nine leaves.
Price, per dozen.....\$ 1.25
Per gross 12.00

The above numbers come in autumn but we can furnish them in solid green, or any special color to order.

These are a few of our selected styles of the most popular numbers. You cannot make a mistake by placing your order at once for some of these numbers.



No. 2016. Chrysanthemum Stalk, with six leaves. Flower is made on extra heavy 36-in. stem. Flowers come in orange, red, or any special color to order.
Price per dozen.....\$ 3.00
Per gross 30.00

No. 2014. Chrysanthemum Stalk with four leaves. Flower is made on 24-in. stem. Flowers come in orange, red, or any color desired.
Price, per dozen.....\$0.85
Per gross 9.00

PALM PLANTS WITH POT COVER BASKETS.

	Each	Dozen
No. 951. 24 in. high, 5 leaves.	\$0.65	\$ 6.50
No. 953. 36 in. high, 5 leaves.	.85	9.00
No. 954. 42 in. high, 6 leaves.	.95	10.50

PALM THREES WITH WOODEN TUBS

	Each
No. 961. 6 ft. high, 12 leaves.	\$3.00
No. 962. 8 ft. high, 12 leaves.	3.50
No. 963. 10 ft. high, 18 leaves.	5.00

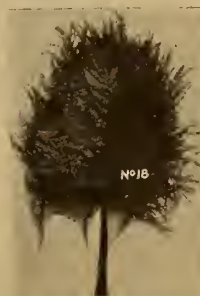
Remember us for any special design or special decoration. Send us diagram or sketch and will be glad to submit samples and quote prices.

John F. Gasthoff & Co.

Manufacturers of

Artificial Flowers Decorative Supplies

Danville - - Illinois



No. 18. Adiantum in beautiful autumn shades.
Price, per hundred sprays\$6.50





VALANCES are for those who have real pride in their stores; for those who believe their show windows worthy of intelligent decoration. Our Folder of Valance Designs illustrates in **actual colors** many beautiful patterns suitable for every character of store and at prices you can well afford to pay.

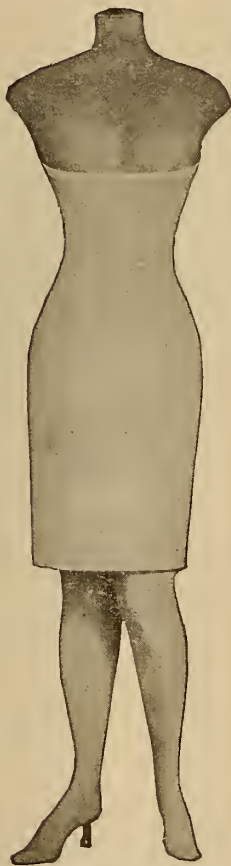
Send us rough plan and all dimensions of your store front, including height of windows from sidewalk at point at which valances are to hang.

We will make expert recommendations and quote net prices on your requirements.

There is no charge or obligation

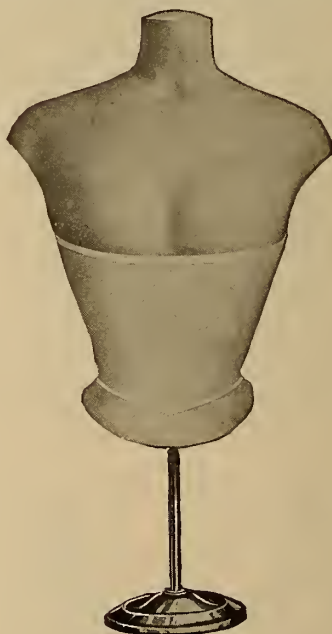
Three Good Forms

Perfectly formed flesh colored busts are moulded of "Componamel," the perfect form material which weather conditions cannot crack or cause to peel.



No. 7618

Costume form with "Componamel" bust and legs and jersey covered body. Heavily weighted feet are fitted with balancing screws enabling form to stand securely without bracing.



No. 7602

"Componamel" waist form with cape shoulders, flesh colored bust and jersey covered body. Mounted on extensible standard and 7 inch heavy metal base. A perfect model for this season's styles.



No. 7606

Costume form has flesh colored "Componamel" bust and jersey covered body. Mounted on extensible standard and 10½ inch highly finished base. A splendid model for general use.

OUR NEW 304 PAGE CATALOG OF MODERN DISPLAY EQUIPMENT WILL BE MAILED UPON REQUEST TO RESPONSIBLE MERCHANTS AND DISPLAY MEN

Curtis-Leger Fixture Co.

**237 W. JACKSON BLVD.
CHICAGO**

MERCHANTS RECORD and SHOW WINDOW

VOLUME XLIII
NUMBER 2

AUGUST, 1918

Single Copies
Twenty-five Cents

Outfitting the Modern Store

*Fourth of a series of articles on the subject of store outfitting and arrangement—Showing how the modern store is equipped in the most up-to-date manner—
Herbert N. Bush Store, Flint, Michigan.*



By Geo. F. Cooper

REPRODUCED herewith are floor plans and elevations of the new Herbert N. Bush store soon to be opened at Flint, Michigan. When completed, this store will be one of the most modern and elegantly equipped stores in Michigan. The plans as reproduced afford a very clear idea of the magnitude and layout of this new mercantile establishment.

The first floor is one hundred and fifty feet deep by forty-two feet wide and is divided in center by a brick wall with two archways cut through, one at the front and one at the rear, as shown distinctly in floor plan. Situated between the two show cases at the front is the ribbon department. As one enters the first floor and to the extreme left is the shirt waist section, occupying a space of about forty-five feet. The wall cases in this department are equipped with trays and glass front doors. In front of the wall cases is a row of plate glass show cases.

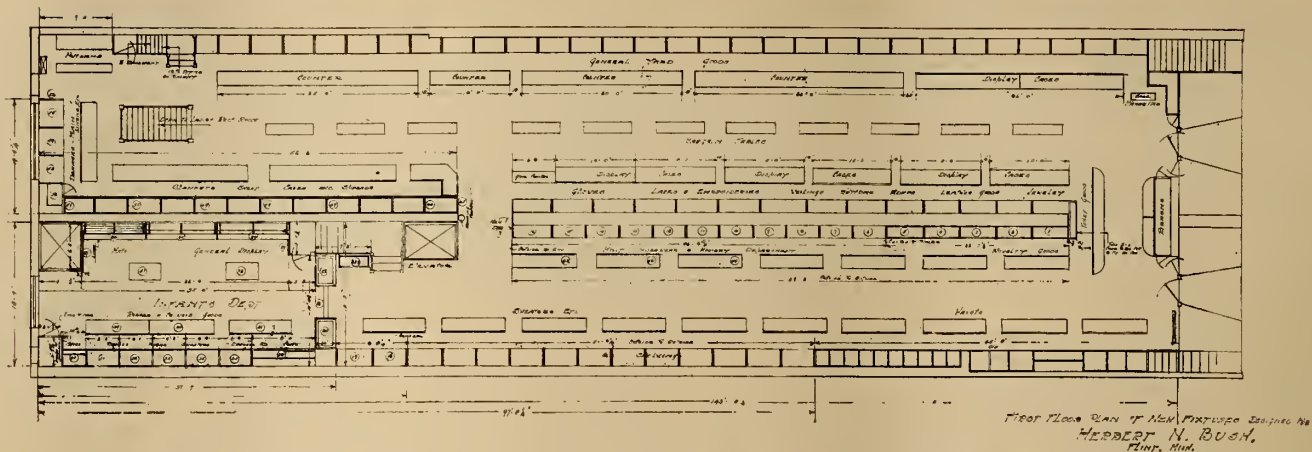
Next in line comes a sixty-foot shelving, to be used for sweaters, et cetera. At the extremity of this shelving is a cross partition forming an entrance to the infants' department. This cross partition is the same height as the wall case and is composed of a show window entrance effect with cornice archway between. On entering this department the first cases to the left exhibit infants' coats, and has glass sliding doors with two hang rods inside. Each case is eight feet long.

Immediately adjoining this section is twenty-one feet of wall cases with pull-out trays and glass front doors. Dresses for infants, booties, hoods and

sweaters are kept here. In front of this wall work is another row of plate glass show cases. In the next section, which is about four feet long, are baby shoes. This is open shelving, six inches deep and properly spaced for snug fit and opens as a door, in order that the space in the rear may be utilized for reserve stock. At the extremity of this section is an offset with door leading to alley. Across the rear is a plate glass window, and in the corner adjoining is the freight elevator, which is cleverly paneled to match fixtures.

At point 27, shown on floor plan, is a full height wall mirror, and adjoining this is a hat case eight feet long, fitted with rods in the upper portion and drawers in the lower. Then comes about eighteen feet of wall cases with glass doors at top, and equipped with plate glass shelves. This section is used for general display of infants' wear. On the floor in front of wall cases are two tables, and at point designated by 23 is a jog-around stairway leading to the basement, which brings us back to cross partition of the infants' department. This department is finished in old ivory enamel and its design is exclusive. The room being separated from the balance of the store by the show window effect for cross partition makes it cozy and individual.

A stairway leads to the second floor, and adjoining this stairway is the passenger elevator. Starting at this point there is a line of wall cases about fifty feet long and extending to the rear wall. Blankets, sheets, cases and spreads are kept here. The shelving of this section is about twenty-six



FIRST FLOOR PLAN OF NEW FIXTURES DESIGNED FOR THE HERBERT N. BUSH STORE, FLINT, MICHIGAN.

inches deep and has glass sliding doors. In front are counter-height show cases. In the corner, at rear, the dead space caused by shelving and joining at corners is used by the placing of a door having shelves twelve inches wide. This affords a good place for tickets, dust cloths, et cetera. Attached to this section and extending to rear is a low shelving, which fits under windows. This shelving is five feet high and thirty-six inches deep, and holds damasks, plain linens, et cetera. A low show case is used in front.

Next to the door leading to the alley, and adjoining this, is the pattern department, formed by pattern drawers against wall and counter in front. The stairway which adjoins leads to the mezzanine floor, shown on plan. On this floor is maintained the general office. From this point clear to the front of the store is a line of open shelving with bottom drawers. This is for general dry goods and has a line-up of low counters and show cases in front.

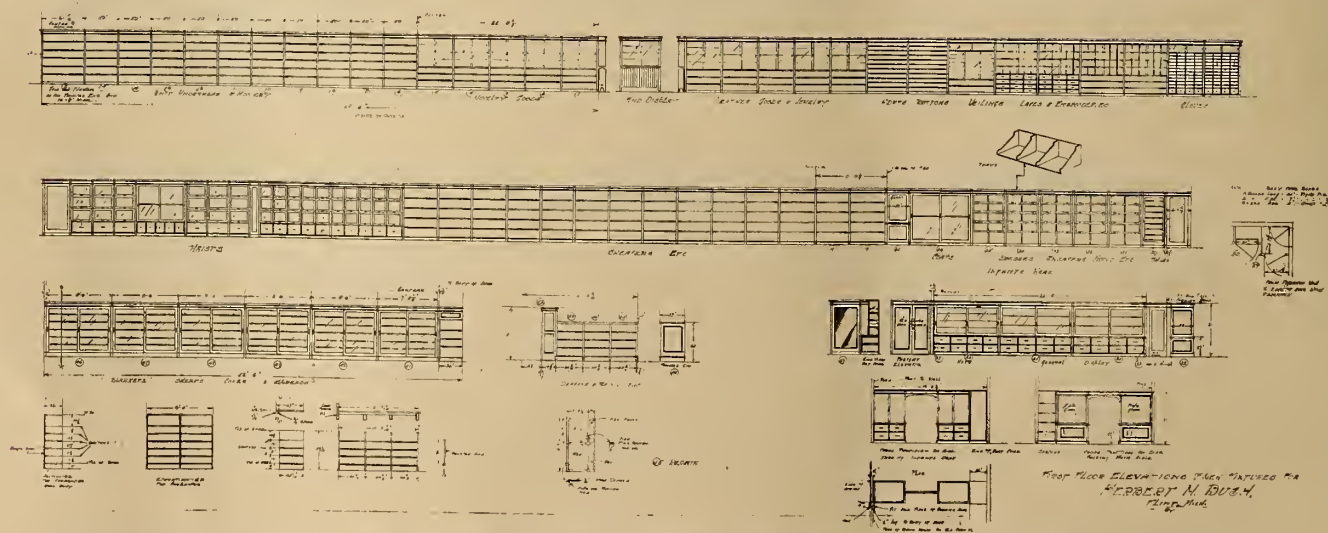
The jewelry, leather goods, handkerchiefs, buttons, veilings, laces, embroideries and gloves are

carried on the right of the front center wall, as shown by plan. The cases are designed to meet the requirements of the various lines of merchandise and may be seen in the elevation drawing. Display cases are spaced along this row of wall cases.

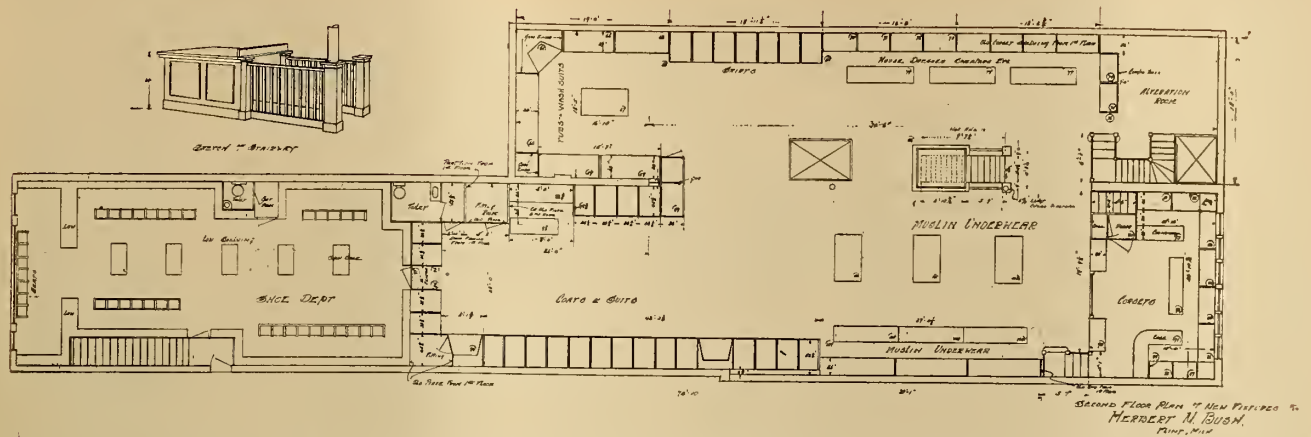
Knit underwear, hosiery, etc., is carried in open shelvings located at center wall toward the rear, with counters and cases in front. On this same wall, toward the front, are cases 22 feet by 7½ inches. The wall cases have display tops with frameless plate doors and electric lights. Lower portion is open shelving.

Bargain tables are properly spaced down the aisle on the dry goods side, and toward the rear is a spacious stairway leading to ladies' rest room, which is located in the basement.

At the front of the second floor is the shoe department, a stairway leading direct to this department from the street below. Arrangement of wall shelving, low shoe shelving, settees, et cetera, can be easily discerned in floor plan. An entrance from the shoe department to the coat and suit sec-



PLAN SHOWING FIRST FLOOR ELEVATION OF NEW FIXTURES FOR THE HERBERT N. BUSH STORE, FLINT, MICHIGAN.



SECOND FLOOR PLAN OF NEW FIXTURES FOR THE HERBERT N. BUSH STORE, FLINT, MICHIGAN.

tion is provided by a double acting plate glass door leading through a row of clothing cabinets which form a cross partition.

The coat and suit department is fitted with pull-out type of cabinets, fitted with disappearing doors. Fitting rooms, mirror alcoves and bundle stations are located as indicated on the floor plan. Item 99 shows a large plate glass display case equipped with electric lights.

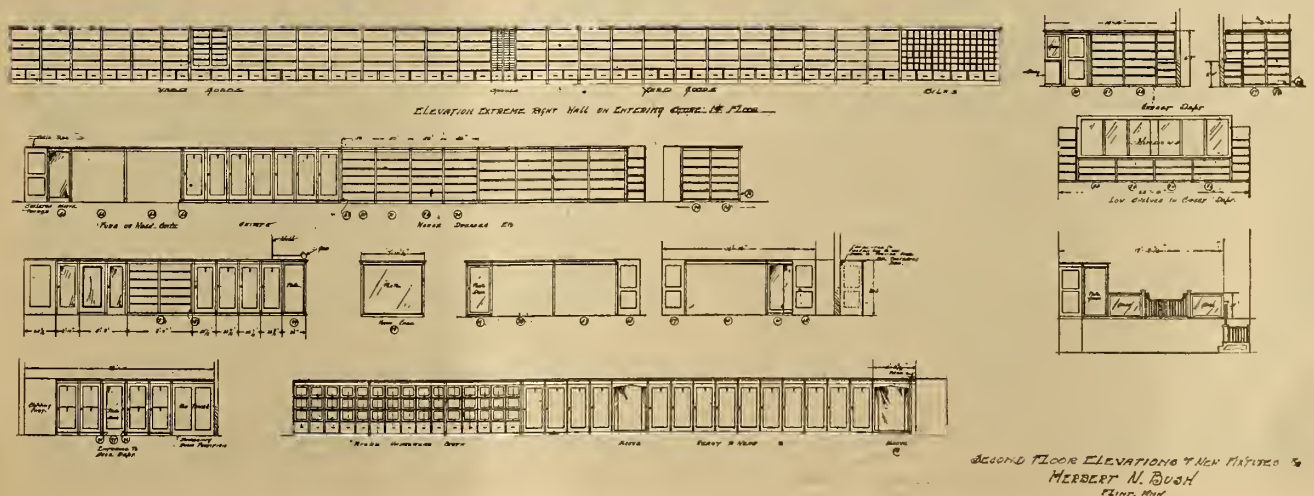
The muslin underwear department is formed by a row of wall cases 27 feet long, equipped with glass disappearing doors, etc. In front is a row of plate glass show cases. Large tables are also utilized for muslins as per floor plan.

The corset department is decidedly exclusive, being located on a mezzanine floor raised four feet off the floor. Large plate glass windows across the rear affords plenty of light, while low shelving is used here under the windows. A fine corset fitting room is conveniently placed and so constructed that the front of it faces the main room and is constructed as a form display case.

A good sized alteration room is provided and the freight elevator located in the corner and

stairway adjoining leads to "toyland," on the third floor. Open shelving, with show cases in front, form a department for house dresses. Then follows a row of clothing cabinets for ladies' skirts. Adjoining this section is a room 19x18 feet, fitted with hang space and mirror alcove. This is for furs in the winter and wash suits in the summer. Passenger elevator is located in center as per plan. The stairway leading to the first floor is opposite the elevator and is so constructed that a portion of it is utilized as a large table. The entire second floor is carpeted with green velour.

The third floor is 70x18 feet and is used exclusively for toys. A plate glass window at front and rear affords plenty of light. Low shelving is used under windows. A large demonstrating table, 7x4 feet, is provided in the rear for mechanical trains, et cetera. One wall is fitted with 24-inch wide by 60-inch high shelving cross section. This forms a fine accommodation for toy furniture, et cetera. The opposite wall is fitted with 32-inch wide counters, with a slanting top arrangement for dolls and games. The projecting ledges afford valuable display space. All fixtures are in genuine mahogany.



SECOND FLOOR ELEVATION OF NEW FIXTURES FOR THE HERBERT N. BUSH STORE, FLINT, MICHIGAN

The Future of the Display Man

Now that changes are the order of the day, there is an opportunity for self development which the display man should grasp, and prove himself of greater value to his store.



THE art of merchandise display has developed to a point where it is now recognized as an influence to be compared with the newspaper and the magazine in its power.

Never before in the history of the world has such homage been accorded to display as a means of creating and maintaining favorable public opinion towards any desired end.

Under the circumstances, one unfamiliar with the facts would be justified in supposing that the men who are reputed to be of superior ability in executing the art would be receiving compensation comparable with that paid to the leading figures in journalism, the illustrative art, the law, medicine or any other of the older professions.

Let us be honest with ourselves and tell each other the truth. Isn't it a fact that considering its

importance, the compensation of those engaged in the art of merchandise display is very meager? Even when compared with the compensation paid other store workers whose services do not measure in importance with that of the display man, it must be admitted that the remuneration is low.

Now that the world is undergoing such drastic changes, it is time that the display man takes a sort of personal inventory—to balance his books as it were—and see if his energies and abilities are producing the profit to which every efficient worker in his line is entitled. If not, surely the sensible thing to do is to find a remedy of some kind so that the reconstruction days which are inevitable after the war will find the display man on the upward path. The remedy does not lie in unionism because unions are a force which are not convincing.



PLATE No. 4515. DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED & COMPANY, BUFFALO, NEW YORK.



PLATE No. 4516. DISPLAY BY ROY H. HEIMBACH, FOR CLARKE BROS. STORES, SCRANTON, PENNSYLVANIA.

even though they do sometimes obtain the desired end. There is, moreover, little permanence in material benefits obtained in that way. A surer remedy lies in a greater individual development so that the display man's own ability will force recognition.

A good display man is a good mechanic. In executing his art he must pay heed to the aesthetic features of merchandise and he must show those features in a practical way so that both the beauty and the utility of any article are shown off to the best advantage. To do this he must know about the practical side of things and must know how to use the tools with which he works.

It is not a long step therefore, from this point to a knowledge of the tools with which the entire store is operated. There are a thousand things to know about the store with which most display men are unfamiliar and as a matter of fact with which no one in the store is sufficiently familiar to pose as an authority.

Here is the display man's opportunity. Let him become the one on whom the other store executives will depend when any question not relating to merchandise arises. Let him know about lighting systems for the windows, the interior and the cases; let him know about the elevators, escalators, modern forms of cases and shelving; let him delve into store systems of all kinds and have a general knowledge of how satisfactory results are obtained in all branches of store operation; let him find out how other stores perform certain operations and compare their methods with those used in his own store. The help question is mighty interesting and vitally important and it is worth a lot of time and study.

In fact, let the display man, without lessening his present efforts to make effective displays, keep his eye on other details of store operation, so that when anything needs to be changed or when any improvement can be made here and there to advantage, he will be the one who is asked how it can best be done.

This is a line of development along which the display man can work. Of course there are some who will say that they have enough to do now without taking on more. There are but very few people who cannot find a few minutes a day for self improvement if the real desire is present to improve. Try it for a while and see if it cannot be worked some how.

A number of men could be mentioned who are accredited to their stores as display men but who have gladly accepted many other responsibilities and are receiving very fine compensation.

The old saying that "You can't keep a good man down" is the absolute truth. But you must prove that you are a good man and this can only be done by, first, having the will to prove yourself and then by taking the right steps to make yourself able to answer when the call comes.

In some subsequent issues, the *MERCHANTS RECORD AND SHOW WINDOW* expects to present articles indicating the line of development which we believe the display man can follow with profit. They will treat of many different kinds of store equipment and many phases of store operation. We will tell how some of the best operated stores in the country obtain certain results, and we hope that these articles will prove interesting and profitable to display men as well as to merchants and other store executives.



21st ANNUAL CONVENTION
INTERNATIONAL ASSOCIATION OF DISPLAY MEN.
WALDORF-ASTORIA, N.Y. JULY 9, 1918.

© PRUCKER
NY 375

DELEGATES IN ATTENDANCE AT THE TWENTY-FIRST ANNUAL CONVENTION OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN HELD AT THE WALDORF-ASTORIA HOTEL, NEW YORK, JULY 8TH-11TH.

Convention of the I. A. D. M.

Twenty-First Annual Meeting of International Association of Display Men at Waldorf-Astoria, New York, a big success—National War Service Committee on Window Display Formed—Chicago chosen for 1919.

ADOPTING the slogan, "Win the War with Windows," at the first session of the 21st Annual Convention of the International Association of Display Men, held at the Waldorf-Astoria hotel, New York City, July 8th to 11th, and punctuating each address and demonstration with patriotic appeals, the annual gathering of the I. A. D. M. was in no small degree a meeting the purpose of which was to discuss patriotic matters and bring out suggestions that would be of some importance to the Government at this particular time.

The annual gathering of display men was a success in every respect, and too much credit cannot be given to the men in whose hands were placed the innumerable duties of making it so. The educational features were many, and the Program Committee deserves special commendation for the evenly balanced and instructive demonstrations arranged. The Exposition by the manufacturers was extensive and elaborate, presenting the latest in window and store decoratives and store equipment.

It was a business meeting with practically every minute taken up with educational features and little time for entertainment.

Many of the lively moments of previous conventions were missing, particularly the friendly contests for the various offices. Early indications pointed to a lively competition for the president's chair, but these indications proved unreliable. The popular selections for the office of president were Clement Kieffer, Jr., display manager for C. A. Weed Co., Buffalo, N. Y., and John E. Hancock, display manager for Schwabe & May, Charleston, W. Va. Both display men are extremely popular and big men in the profession, and it looked for a few days a certainty that one of these men would be chosen to guide the association during the coming year. However, both declined to run for the office and E. D. Pierce of Sibley, Lindsay & Curt, Rochester, N. Y., was unopposed.

The members of the Association were surprised and indeed disappointed in P. W. Hunsicker's decision to retire from the office of Secretary which

he has so conscientiously filled for several years. Mr. Hunsicker, however, refused to be persuaded by his multitude of friends, and D. B. Bugg was elected to the office of Secretary.



PRESIDENT E. DUDLEY PIERCE

There was practically no opposition to Chicago as the convention city for 1919, though invitations were read from New York, Detroit, Pittsburgh, Buffalo, San Francisco and other cities.

The Charleston, W. Va., Display Men's Club attracted as much attention as it did in St. Louis last year and in addition to having the greatest number of representatives present from any single association, this local captured the Grand Prize, a silver loving cup, for collecting the greatest number of points in the I. A. D. M. display contest.

Homer H. Seay, display manager for the Walker Dry Goods Company, and Charles H. Kelstadt, display manager for Frankenberger's, together contributed enough points to bring the cup to Charleston.

Fred Johansen, display manager for A. Holthausen, Town of Union, N. J., was the individual high point winner in the contest with 305 points. Homer H. Seay was second with 240 points to his credit.

Following is report of the proceedings:

Monday Morning Session

The meeting was called to order by President Harry W. Hoile at 10:45 o'clock, Monday morning, July 8. After extending his welcome to the delegates present Mr. Hoile introduced David H. Knott, sheriff of the county of New York, who extended the official welcome to the city on behalf of the city government.

Louis Wiley, general manager of the New York Times, was next introduced. Mr. Wiley represented the business interests of the City of New York and his message to the members of the convention was intensely interesting, and made a profound impression with his hearers. Mr. Wiley's address was as follows:

Mr. President, Ladies and Gentlemen: For more than a year the United States has been making a special display of its ideals, purposes, strength, and resources. By a stretch of the imagination, we might say that the United States has trimmed its windows facing the thoroughfares of the world and placed its displays in the aisles of the earth, attracting the attention of all nations. Another nation likewise has been making a display of its plans and purposes, strength and resources, and it has won the execration of mankind.

On April 6, 1917, we gave notice that we would no longer do business with such a Government, and, furthermore, would endeavor to drive it out of business and put it in a receiver's hands. With the exception of a few groups dominated by fear, the nations of the world have approved the principles enunciated by the United States, recognizing in them the fundamentals of what the world from the beginning of civilization has regarded as righteousness, truth, justice, and regard for the rights of man.

Thousands upon thousands of business houses form an

essential part of the great national campaign displaying our purposes and strength. To them advertising is indispensable, and the wisest and most experienced co-ordinate their displays of merchandise with their newspaper advertising, as has been well stated by the President.

Newspapers are the most important element of advertising campaigns, because the newspaper is supreme as an advertising medium. Approximately \$300,000,000 is expended annually for newspaper advertising. It is the only medium which reaches every consumer of everything, everywhere, every day. It can be employed city by city, section by section, or it can be used to cover a continent. It comes nearest to that fundamental principle of successful merchandising—the bringing together of buyer and seller in the quickest and cheapest way.

Creating consumer demand is a vital requisite of successful advertising, but an equally important factor consists of winning intelligent support of the man who runs the store where the product is sold. It is to the advantage of merchants to push merchandise for which there is a direct local demand. One of the ways to do this is to co-ordinate window displays with newspaper advertised goods.

Wise national advertisers invariably stand ready to co-operate with local dealers. An advertising campaign in the newspapers of a town or a section of the country will be most productive not only to the manufacturer or distributor of a product, but to the retail dealer as well, if the advertising is seconded by displays of the advertised goods in the local stores which carry them.

The great retail stores of New York are among the sights of the city, notably that emporium which is presided over by the speaker who is to follow me. Merchants come from every part of the country to see them. Nearly every visitor to New York—certainly every woman—makes it a point to see the stores. I commend to out-of-town display men the windows of these stores, built especially for display and containing the richest products from every part of the



CLASS 1—OPEN—FOR BEST DISPLAY OF WOMEN'S WEAR—1ST PRIZE, W. E. ZEMITZSCH, FAMOUS BARR COMPANY, ST. LOUIS, MO.



CLASS 2—OPEN—FOR BEST DISPLAY OF PIECE GOODS—1ST PRIZE, FRED JOHANSEN, A. HOLTHAUSEN, TOWN OF UNION, N. J.

world. They are an attraction even to the New Yorker, who passes them daily, and an irresistible fascination to all women visitors. I suggest that you study these window displays and study the advertising of the same stores in the newspapers. Observe how the window and store displays are related to the newspaper advertising. The newspaper advertisements make a suggestion and an offering. The display of goods in the store and in the window reminds and emphasizes.

The expression of the national spirit—the signs of the united support of the Government in its conduct of the war—shown in window displays in every part of the country—in the campaigns of the Liberty Loan, the Red Cross Fund, and for the sale of War Savings Stamps is most gratifying. Merchants have stimulated these important financial drives by displays of great originality, beauty, and force. Throughout the land, those who remain at home are proud of the boys who have marched away, and in many of these displays there is indicated the desire of proprietors and window dressers to give support and express appreciation to their representatives in the army and navy.

The Government of the United States has had from the time war was declared upon Germany, a strong arm of offense and defense in the newspapers of the country—an arm of loyalty and patriotism that has been used without stint. In every step that has been taken in the preparations for war, and for the active participation of the United States on the battle line and on the sea, the newspapers have been an indispensable aid.

Could 900,000 men have been sent across three thousand miles of sea to the battle front; great debarkation terminals erected at a port in France; ships launched at the rate of about two a day; three Liberty Loans oversubscribed; two enormous Red Cross funds raised, and achievement after achievement accomplished on an unheard of scale, without the active support of the newspapers of the United States?

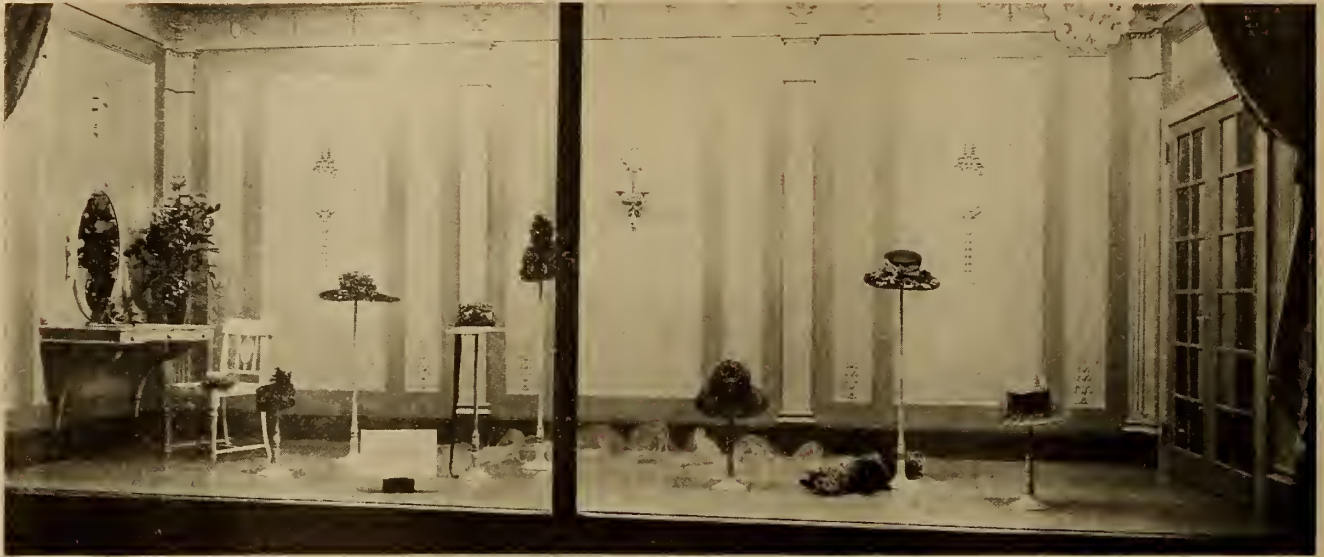
Their devotion to the Government, with few exceptions, has been so loyal, their morale so high, their influence so great, that, as vehicles for propaganda, they exceed any other human force.

There is a great part in this war for the newspaper, and it is filling that part well. It has speeded up the war; it is stamping out poisonous propaganda; it has made pacifism ashamed; it is putting new values upon all the blessings of this greatest of all republics. It will see to it that there is no peace, or thought of peace, until German militarism is utterly destroyed.

The President of the United States has become one of the great characters of history. His poise and calmness in all the confusion and turmoil of world war are the admiration not only of our own land but of all Europe. Truly he is guiding the destinies of the world. Enormous power is granted the Chief Executive of the United States in time of war by the Constitution. Congress has given to President Wilson added authority unexampled in the history of a republic. He is administering this trust with faithfulness to the ideals of our land.

The whole nation was thrilled last week by the President's Independence Day announcement that more than 1,000,000 American troops had started overseas. It gave, as the President suggested, additional zest to our national celebration of the Fourth of July. There is almost as great satisfaction in the statement of the Secretary of War, in his letter to the President, that the output of our war industries is showing marked improvement in practically all lines of equipment and supply.

The address of the President at Mount Vernon last Thursday was notice to the enemies, not only of our country, but of liberty-loving people everywhere, that America is determined that there shall be no compromise on the fundamental questions involved in the war. Arbitrary power over peoples must be destroyed and international questions set-



CLASS 3—OPEN—FOR BEST DISPLAY OF MILLINERY—1ST PRIZE, WALTER E. ZEMITZSCH, FAMOUS BARR COMPANY, ST. LOUIS, MO.

tled on the principles that govern the relations of individual citizens to each other.

It is true that we are amateurs at war, but we are accomplishing a stupendous task. The blunders at the beginning, when people at large did not fully comprehend the magnitude of our undertaking, have been largely overcome.

One of the amazing evidences of our power and resources was the launching of 100 merchant ships and a number of naval vessels on the Fourth of July. Never before was such a tonnage of vessels sent from their building cradles into the water. The throngs of spectators in each shipyard on the Atlantic and Pacific, who cheered the vessels they saw launched, realized that thousands in other shipyards on the shores of both oceans were viewing a similar spectacle. Even those who were unable to see these fine vessels launched, remembered the importance of such a display of energy and resourcefulness on such a significant day.

Never was there a more significant parade than that which marched up Fifth Avenue for ten hours on the Fourth of July. It was an emphatic declaration of unity of ideals and purposes. Representatives of a score of nationalities which make up the citizenship of this country pledged support and

fealty to the land of their adoption with a sincerity which cannot be mistaken.

Our sacrifice in this war is emphasized anew by the tragic death of the ex-mayor of this city, who, summoned to service in this war, gave the supreme sacrifice, and the funeral that will take place on Thursday will manifest not only the city's affection for him, but its appreciation of those who go forth, that we may live.

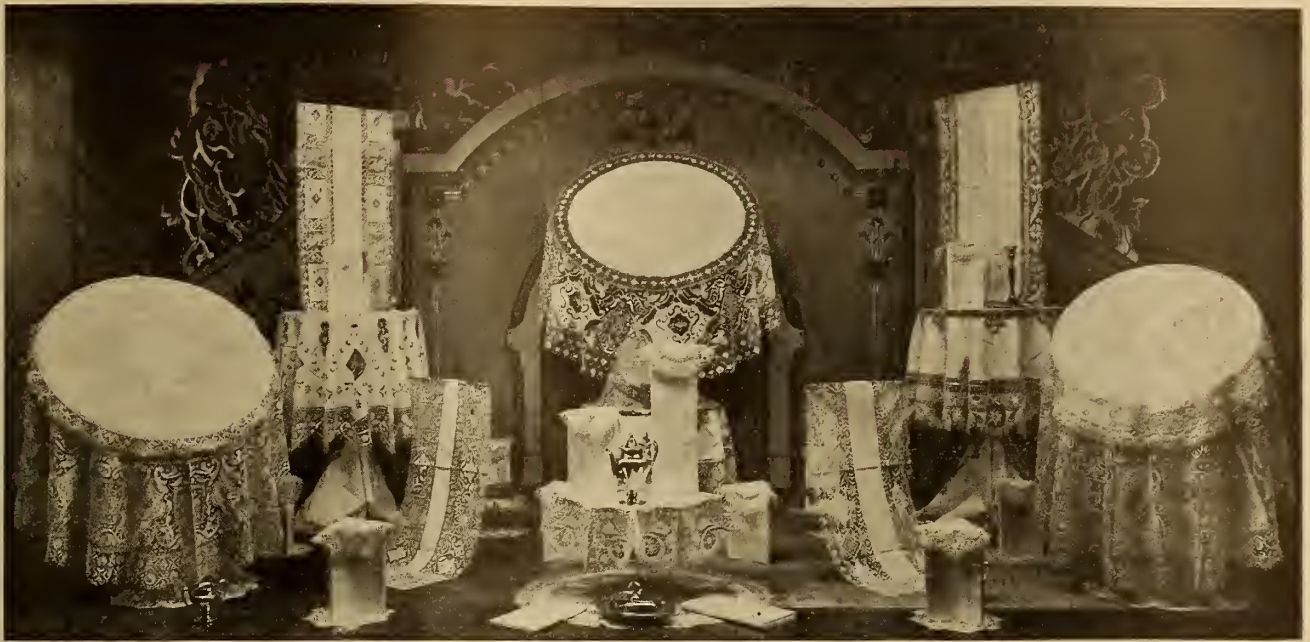
We are meeting many difficult problems. The transportation of soldiers to Europe, the construction of destroyers and other engines of U-boat destruction, the manufacture of munitions, the building of merchant vessels, are approaching the maximum. In France and Italy the tide of battle appears to be turning. The initiative will soon be on the side of the Allies. Our fighting men on land and sea are a fresh element. Like the causes of justice and truth for which they fight, they are mighty and must prevail.

Mr. Saks' Address.

H. A. Saks, of Saks & Company, New York City, followed Mr. Wiley and extended to the con-



CLASS 4—OPEN—FOR BEST DISPLAY OF FURS—1ST PRIZE, E. J. BERG, BURGESS NASH COMPANY, OMAHA, NEBR.



CLASS 5—OPEN—FOR BEST DISPLAY OF LINENS—1ST PRIZE, FRED JOHANSEN, A. HOLTHAUSEN, TOWN OF UNION, N. J.

vention delegates the greetings from the retail merchants of the city. His address was inspiring, full of good advice and substantial encouragement. Mr. Saks said in part:

I have been asked to extend to you, and I do extend to you, in the name of the merchants of New York, a very hearty welcome to our city, and to express the hope that your stay here will be both a source of pleasure and of profit.

There has been no time in the history of this country when the efficient conduct of every department of every business has been as imperative as it is at the present time. The Government's program to win this war is largely dependent upon the conservation and the saving of man power, and although it may seem to some a very slim connection between the display departments and the saving of man power, in my opinion there is a very real connection. The stores that have efficient display departments are enabled to sell their goods with less effort. That means that less clerks can handle a stated amount of business and that less transactions are necessary. In that way the Government is very really helped by releasing these people in the various departments for works needed in connection with the war. There is not only that, but if through the efforts of the display men, which of course should not be confined to the windows but to the store generally, the goods for sale in a department are put out so that a customer knows what is on sale in a department, a customer can make a much more effective choice, and we are not confronted with the transaction that happens every day hundreds of times, that a customer buys one thing in a store and sees another article in some other store and returns the first article. Now the first store may have both articles, and the customer should have, through the proper display, been given the full choice in the one store. The display man that neglects the co-operation of the departments that enable him to display his merchandise so that a proper choice can be made not only does not serve the store that employs him, but he also, by having a return made to one store, and other purchases made at another store, makes a multiplicity of transactions which take up delivery men and men that are much needed for the war.

The question of the patriotic windows, the War Savings Windows, Liberty Loan Windows, Red Cross Drive Windows has been covered very fully. Mr. Wiley freely admits that newspaper advertising is the best advertising. There are, however, a great many people, millions of people that pass and re-pass the windows of this country, that are not sold on these various patriotic propositions until they see some vivid picture in front of them. I know that during the War Savings Stamp Campaign here in the city, every store in the city sold ten times as many stamps during the time that the windows were in, than in other weeks in the campaign. (Applause.)

People have read about the conditions abroad and realized to a degree the horror of the conditions abroad, but when they saw depicted in various stores pictures that brought to them a full and quick realization of what was going on, it was the last connecting link that was necessary in order to get them to buy these stamps—and they did buy them in tremendous quantities.

I know that a display manager's life has its troubles. I know he is supposed to make \$16.50 dresses look like Paquin models, and I know he has to sit around all day waiting for goods to be ready for the windows, while the buyer tells the drummers how bad the Russian situation has been handled, but every job has its troubles, and to quote Elbert Hubbard, "The man who is worthy of being a leader does not complain of the stupidity of his helpers, of the ingratitude of mankind, nor of the inappreciation of the public. These things are all a part of the great game of life and to meet them and not go down before them in discouragement and defeat is the final proof of power."

W. G. Timothy, Vice-President and General Manager of McCreery & Company, New York, was unable to be present and take his place on the program, and President Hoile called on Past President E. J. Berg, display manager for Burgess-Nash, Omaha, Nebraska.

Mr. Berg was in his element and held the closest attention of the men present. After paying his respects to the men of New York the speaker out-

lined the work done in the west by the display managers in putting over the Liberty Loan and War Saving Stamp campaigns. He then spoke briefly of the great need of co-operation between the merchant and the display man. Mr. Berg was given a big ovation at the conclusion of his talk.

President Hoile then told of the formation of the Pittsburgh Association of Display Men and of its affiliating with the I. A. D. M.

The first session was then adjourned.

Monday Afternoon Session

President Hoile called the meeting to order at 3 o'clock and immediately appointed a Committee on Order. The men appointed to serve were B. W. Christophel, L. A. Courtemanche, W. F. Ox-eureiter, C. F. Goettmann and Paul K. Lummus.

Jesse H. Neal, Director of the Committee on Public Information, Division of Advertising, United States Government, and Secretary of the Associated Business Papers, was then introduced. Mr. Neal took for his subject, "The Value of the Show Window in Promoting War Propaganda." At the opening of his address Mr. Neal offered to the Association the slogan, "Win the War With Windows," and his suggestion met with spontaneous enthusiasm. Continuing Mr. Neal said:

As an advertising man I know I bespeak the sentiments of all branches of advertising when I bid you hearty welcome to little old New York. As a citizen of New York, interested in the progress and development of this wonderful city, I bid you even a heartier welcome, because you are

exercising a tremendous influence upon civic ideals of beauty. You are teachers, giving daily object lessons of what is lovely and attractive; you are inculcating ideas of good taste; you are educating people in a knowledge of what is best in the material necessities which mean so much in the lives of us all. The business streets of our cities are indebted to the display men for much of their attractiveness, so I say that every good citizen should be interested in your work and should be willing to do all that he can to promote the success of your efforts to place the art of display upon even higher levels than it has yet attained.

The rapid growth of your national organization does you much credit. All progress comes from within. In fact, there can be no progress unless from within the man or the group, there is an upward, onward urge and yearning for better things.

Every man owes a duty to the trade or profession in which he moves and has his being. Not every man, however, entertains the same conception of his obligations, for the desire and ability to co-operate with one's fellows necessitates the existence of certain conditions and of high personal qualities.

To weld men together as in an Association such as yours, there must be ideals, hopes, aspirations and needs, constituting a grand objective that is bigger than any one man or any one business. There must be also men unselfish enough, big enough, to strive for the attainment of the common good, even though all the fruits of their efforts may not be returned to them alone.

The fact that your organization is successful proves the existence of broad-gauged members, capable of appreciating that their individual welfare is closely bound up in the welfare and progress of the industry as a whole.

A curious anomaly in this connection is that the unselfish, public-spirited man usually draws bigger dividends in personal satisfaction—yes, and in dollars and cents, too—than



CLASS 6—OPEN—FOR BEST DISPLAY OF INFANTS' WEAR. 1ST PRIZE, FRED JOHANSEN, A. HOLTHAUSEN, TOWN OF UNION, N. J.



CLASS 7—OPEN—FOR BEST DISPLAY OF LINGERIE OR MUSLIN UNDERWEAR—1ST PRIZE, FRED JOHANSEN, A. HOLTHAUSEN, TOWN OF UNION, N. J.

the narrow, self-centered man who tries to get it all for himself. The idea of competition is being replaced with the principle of co-operation.

I always think in this connection of the story of the little girl, about ten years of age, who had been the only child for a number of years, and one day a little stranger came into the house; and a few days after a neighbor said, "Alice how do you like the new baby?" She said, "Well, I suppose the baby is all right, but I think there is too darn much competition around here." (Laughter.)

I say these things in the light of the knowledge I gained of you and your work through occupying the same office with Claude J. Potter, when he was your president, where I could not help becoming infected with Mr. Potter's earnestness, enthusiasm and faith in the I. A. D. M. I am glad today to add my humble testimony to the importance of your work as display men.

Not so very long ago you lacked the well deserved recognition which you now enjoy. The merchants did not appreciate the value of their windows and it followed that neither did they appreciate the need for the highly skilled display man of the present day.

This was not an exceptional condition, for these same merchants, with rare exceptions, knew little about cost accounting, the science of store arrangement, modern advertising, the turning of stocks, the use of proper fixtures, the training of salespeople, store systems, and the many other factors entering into the up-to-date retail merchandising plant.

Many influences have contributed towards the great improvement that has taken place, but probably no single influence has had as much to do with it as the good retail trade papers of the country. If the proprietor of your store does not read the best trade paper in his field, then you men will be serving your own best interests by seeing to it that he connects up with these great avenues of education, information and inspiration. Better merchandising principles and broader store policies are inevitably reflected in the attitude of the store towards the display man and his work.

Today there isn't an advertising expert of any standing who does not recognize the store window and the art of display as integral parts of the machinery of selling and advertising. Good display work reduces the cost of selling by increasing volume of sales and multiplying turnovers. This is a social service just as much as it is a service to your respective stores, for you are doing your part in solving the problem of quick, efficient and economical distribution of merchandise. In fact, the display man who has the proper conception of his work is as much concerned with the character of his service to the public as to his employer. The two are inseparable, and in the last analysis both the display man and his store succeeds in proportion as they serve the interests of the public which employs the employer and the employee.

The reputation of a store is largely in the hands of the display manager. Reputation is what people think about you; character is what you are. Reputation, of course, depends upon several things, but not the least are the things which can be seen. It is the concrete, material things which the eye can take hold of, which lead to the formation of an opinion concerning a store. You cannot look at the windows of any store in this town without having some impression as to its character.

Some windows convey an impression of unworthiness that the clerks inside will have to work hard to overcome. If these stores do not die before their disease is diagnosed, the boss would do well to begin a libel suit against his window trimmer and come to the I. A. D. M. for a real display manager. (Applause.)

I hear much about putting in displays which will sell goods, but I venture the assertion that it is even more important to sell the customer by properly interpreting the personality of the store.

Before you leave New York, you will of course take a walk up and down Fifth avenue, to view the window displays. It is a pleasure that I indulge in whenever I have the chance. When you have finished and your mind is filled with the life, the color, and the vividness of the scene, just stop for a



CLASS 8—OPEN—FOR BEST DISPLAY OF CORSETS—1ST PRIZE, E. J. BERG, BURGESS NASH COMPANY, OMAHA, NEBR.

minute and imagine, if you can, what that street would be without windows and window displays. The light would be gone from the street, and the blinded, sightless stores would stare at us with dull and dreary countenance, that would drive us into happier and more congenial surroundings. Fifth avenue would cease to exist as a world-famous retail avenue and become merely a paved roadway for vehicles. I drop this thought in passing, just for the sake of the inspiration it contains for the men who create these windows and windows like them all over the continent.

Yet after all most display men are modest, I might say almost too modest. I recall a little incident that happened in the case of one display man who possibly wasn't quite as modest as most of the fraternity, in fact he was inclined to be just a little bit chesty about some of his achievements and he had asked a neighboring man to view a window, and the visiting man said, "I often stand and wonder," and the other man broke in and said, "Wonder how I do it?" The visitor said, "No, why you do it?" (Laughter.) Perhaps you wonder what this all has to do with the subject of "Helping

to Win the War With Windows," and possibly I owe you a little explanation.

As I see it, every man and woman in this land has a duty to perform in connection with the mighty conflict now raging between autocracy and democracy, between humanity and barbarism, between unbridled brutishness and human decency. The measure of our obligation is the measure of our ability to serve, either as individuals or as an organization. I have taken the liberty of trying to picture to you the power that you wield and the respect in which your power is held. I want to see the International Association of Display Men go over the top 100 per cent strong and just a little more, and I have a very confident feeling that you are going to do it. I base this prediction upon what you have already done, and the information I have of your achievements touches only the high spots here and there.

It is well sometimes for us fellows back home here to just stop and think. I recall a little story that drives the point home. A raw recruit was accompanying a regiment of regulars to the depot, headed for the front and a bunch of



CLASS 9—OPEN—FOR BEST DISPLAY OF HANDKERCHIEFS—1ST PRIZE, E. J. BERG, BURGESS NASH COMPANY, OMAHA NEBR.



CLASS 10—OPEN—FOR BEST DISPLAY OF RIBBONS—1ST PRIZE, FRED JOHANSEN, A. HOLTHAUSEN, TOWN OF UNION, N. J.

people near the depot started to cheer and yell, and the raw recruit said to one of the old timers, "Why are all those people cheering?" The old timer said out of the corner of his mouth, "Why, kid those are the guys that ain't going." (Laughter.) All of us can't go, but there isn't a man, a woman or even a child that can't do something here in the United States to back up the fellows who have gone.

All over the country, display managers have supported the War Savings Stamp movement, sometimes in response to a direct request from the local W. S. S. committee and many times upon their initiative.

You have also done nobly in boosting all three Liberty Loans, with windows, with space in your advertising, and with special booths within the stores. And so, too, with the Red Cross, the Y. M. C. A., War Gardens, Food Conservation, Recruiting campaigns, etc., etc. I started in to gather a few photographs of patriotic windows around the country, thinking to tell you about them here today, but I was amazed and staggered by the number of them. It would take all the rest of your meeting to even sketch them briefly. Many of these windows I find have been reproduced in the window display trade journals with technical descriptions which I could not hope to duplicate. I hope that these papers will continue to gather and print all possible information on the subject of patriotic windows. More important perhaps, than the reviewing of past performance, is the planning for better, stronger and bigger work in the future. You want to cut out lost motion, unnecessary duplication and make every shot count. Don't forget that this is not alone a war of munitions and men,—every mind and soul and heart must be in this war, and you men who control forces of power in shaping and moulding opinion have both a heavy responsibility and a glorious opportunity.

You can't go about this task in any perfunctory way. Patriotic pictures, speeches or window displays are stale and flat indeed if the only ingredient is technical ability. You will have to be moved yourselves, before you can hope to move men and women as they must be moved to win this war.

If you will accept a suggestion in this connection, I would recommend that you hold regular patriotic rallies in your local associations, with the best speakers you can get. Read the war articles in the weekly and monthly magazines, go to all the war gatherings you can jimmy your way into.

Then because our cause is a just and a righteous one, you will, I hope, get the high inspiration, the complete consecration of every faculty, the holy enthusiasm, the resistless zeal, that will help you deliver the kind of soul-gripping, heart-stirring messages that must be gotten to the American people. No men in the country can hope to equal your opportunity for vividly visualizing for the multitudes, the great and unselfish war aims of this nation.

Even in the actual selling of merchandise you can use your influence to direct public demand for the kind of goods that the Government wants you to sell, and you can educate people to do without the things which must be rigidly conserved in the interest of victory. Fuel must be saved this winter as never before. Who is better able than you to carry the message to the people? If special merchandise is needed to put fuel economies into effect, your stores I know will get it and sell it wholly in the spirit of service and without the least thought of profiteering.

The department of government with which I am officially connected is sending out a number of war exhibits which will be shown at fairs and large gatherings this fall. Although I have no authority to make any promises, I would personally like to see a lot of this material used in your windows. The purpose of these exhibits is to inform the people of the tremendous character of our war activities, get their interest and support for the war program, to give them ocular evidence of the need for the sacrifices we are called upon to make, to inspire a just pride in our achievements. If any of these exhibits are shown in your towns I hope that the display men will get in touch with the local committees and volunteer their services in installing the exhibit.

Do not, however, delay your war window work for lack of special material. One man will take paint and canvas



CLASS 11—OPEN—FOR BEST DISPLAY OF WOMEN'S NECKWEAR—FIRST PRIZE, FRED JOHANSEN, A. HOLTHAUSEN, TOWN OF UNION, N. J.

and produce a delirious daub representing a wild man or a fat girl, to serve a feverish and fleeting existence in front of a side show. Another man will take the same materials and create an art masterpiece which will give delight to the lovers of the beautiful throughout the centuries. The most important factor in a successful window display cannot be purchased from any fixture house, and is not to be found in any stock of goods, it is the creative force in a good display man's brain, the force that fired by your patriotic fervor, will put the "win" in window. (Applause.)

I have been much gratified to hear of the many cases where local display men in this country have contributed their talents in the designing of floats for patriotic parades, and in the preparation of banners. These things not only help the cause, but they serve too to identify the display men as important moving forces in their own communities.

Many departments of the government have already communicated with your various organizations and with many of you personally with reference to "Win the War Windows." There is no question but what the government needs and wants your co-operation.

I, of course, know nothing about how your organization operates, but I desire to suggest that if you do consider the matter, that you consider the manner in which it has been done by the other organizations: First, a national war service committee, with a strong, active man as chairman, next, local war service committees in every town where you have an organization, where you haven't an organization, the men can report direct to the national committee.

If such an organization is perfected, we will be very glad indeed to give the chairman or the secretary of your national committee, desk room in the offices of the Division of Advertising, so that you would be closely identified with the organized advertising activities of the country. We would be glad also to give you the use of the flanged

envelopes and of stationery and of other details, that will reduce the expense, if there is any, to a minimum. Then any department of the government which comes to the Division of Advertising for a campaign can get a thoroughly co-ordinated plan, one which includes the use of the window, at the precise moment, that will bring the best results, when the big copy is appearing locally—when the big copy is appearing in the national media. That will probably save a great deal of work for local display men, it will insure your getting the very best, in fact the cream of the patriotic display ideas that are put out all over the country, as well as those that come out through the government channels, it will provide one point of contact for every department of the government which seeks to use your abilities, instead of having, as is the case now with reference to publicity, over forty publicity agents in Washington, each fighting for their share of newspaper recognition, the result being that each of them gets much less than he would if the work was handled under one head.

I want to read just one thing before I close, and that is a very short clipping from an article by Dr. Frank Crane. Dr. Crane says, "One of the things this war is showing us is that men do their best work, make the supremest sacrifices and take the longest risks, for something else than money. The finest work cannot be paid for in dollars and cents.

"Nobody is going over the top for pay.

"President Wilson did not say to General Pershing: 'If you win victories your salary will be \$100,000 a year and a percentage of the loot. If you are defeated we will pay only your expenses.' What general would accept a command upon such terms?

"Men who command in private life an annual income amounting to a million dollars are giving their services to the government for a dollar a year.

"Capitalists who can get ten and twenty per cent are



CLASS 12—OPEN—FOR BEST DISPLAY OF NOTIONS—1ST PRIZE, W. K. LANTHAFF, J. N. ADAMS CO., BUFFALO, N. Y.

investing in Liberty Bonds that bring only four and a quarter per cent.

"Young fellows in the prime are drilling in cantonments, sailing in transports, and marching to death in France for a soldier's pittance, leaving positions at home that paid them handsomely. And proud and glad they are to do it, and proud and glad we are for them.

"The money tradition has a large and jagged hole in it."

PRESIDENT HOILE: Gentlemen, you have heard what Mr. Neal has had to say, and I believe that it hit home with all of us. He has offered some very good suggestions and I think we ought to carry them out. For instance, if a man was about to put in a patriotic display, I believe it is a very good idea to go to a patriotic meeting and get some inspirations,

go to all the meetings you can. In regard to a War Service Committee, that is being taken care of right now. A War Service Committee is being organized throughout the United States among the display men.

Major Louis T. Grant, Eng. R. C., United States Army, was next introduced and interestingly told "how the display men can best help the government." He spoke in detail of the campaign now being conducted for the enlisting of men in the engineering corps, a campaign that has the hearty cooperation of the display men throughout the country.

Dr. W. C. O'Donnell, a Y. M. C. A. worker re-



CLASS 13—OPEN—FOR BEST DISPLAY OF TOYS—1ST PRIZE W. E. ZEMITZSCH, FAMOUS BARR CO., ST. LOUIS, MO.



CLASS 14—OPEN—BEST DISPLAY OF KNIT UNDERWEAR OR HOSIERY—1ST PRIZE, C. W. AHLROTH, UNION CO., COLUMBUS, O

cently returned from the battlefields of France, was the next speaker, and the recital of his experiences and his admirable enthusiasm in the work being done both "over here" and "over there" called for tremendous applause at the close of his remarks.

President Hoile then appointed the Committee on Constitution and By-Laws. The men named were E. D. Pierce, L. F. Dittmar, J. E. Hancock, W. R. Chandler and Wm. H. Teal.

Fred Johansen, display manager for A. Holt-hausen, Town of Union, N. J., then gave a very in-

teresting demonstration on the proper handling of silks.

Following Mr. Johansen's demonstration the meeting was adjourned.

Tuesday Morning Session

The meeting convened at 10 o'clock. President Hoile introduced Mr. Ditchett, editor of the Dry Goods Economist who told of the remarkable achievements of the show windows both from merchandising and educational standpoints. Mr. Ditchett particularly commended the display men on their magnificent co-operation with the government in all its campaigns.

The names of the candidates for office, as chosen by the Nominating Committee were then announced. The Executive Committee for 1918-1919 was also announced at this time and was composed of Clement Kieffer, Jr., Chairman; F. W. Christophel, J. J. Cronan, James Trehwella, M. J. B. Tennent, R. L. Paxton and B. J. Millward.

George H. Lamberton, Secretary of MERCHANTS RECORD AND SHOW WINDOW then presented medals and loving cup to the respective winners in the annual contest of MERCHANTS RECORD AND SHOW WINDOW, recently closed. (Complete list of winners and prizes published in June issue of MERCHANTS RECORD AND SHOW WINDOW.)



CLASS 15—OPEN—FOR BEST DISPLAY OF MEN'S CLOTHING—1ST PRIZE, C. W. AHLROTH, COLUMBUS, OHIO.

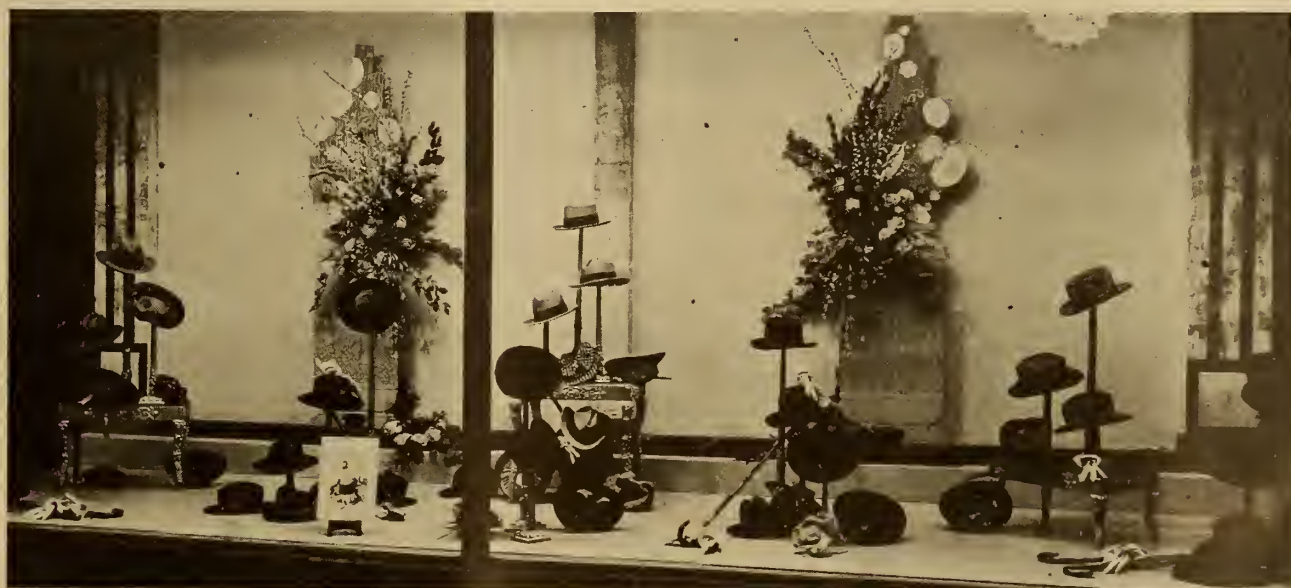


CLASS 16—OPEN—FOR BEST DISPLAY OF BOYS' CLOTHING—1ST PRIZE, C. W. AHLROTH, UNION COMPANY, COLUMBUS, OHIO.

Tuesday Afternoon Session

The afternoon session was called to order at the appointed time, and President Hoile read a letter from President Wilson's secretary, Joseph P. Tumulty, in which Mr. Tumulty expressed the President's appreciation of the invitation to be present at the twenty-first annual convention of the I. A. D. M., and his regret that public duties were so pressing as to prevent his attending.

Remembering the unusually fine demonstration by Clement Kieffer, Jr., at the St. Louis convention, the convention hall was well filled when the popular Buffalo display manager was introduced. Needless to say, his demonstration was one of the best on the program. He seems to take to making demonstrations as does the proverbial duck to water. Mr. Kieffer, in explaining his demonstration said:



CLASS 17—OPEN—FOR BEST DISPLAY OF HATS OR CAPS—1ST PRIZE, W. E. ZEMITZSCH, FAMOUS BARR, ST. LOUIS, MO.



CLASS 18—OPEN—FOR BEST DISPLAY OF SHIRTS—1ST PRIZE, FRED JOHANSEN.

I have taken the liberty of arranging and trimming these two sections of shirts and clothing—the center one I will trim later. The reason for doing this is twofold, first to facilitate matters and save time for you and second to point out the elements necessary to consummate the sale—your window being the most forceful medium of announcement—its efficiency should not be neglected. The timeliness of the goods shown and their color and arrangement are all significant factors in compelling attention. Any of these three essentials may secure the interest of the passerby and it is but a short step to create desire, and decision naturally is the ultimate result.

In the shirt display I have chosen a basket weave, oxford cloth and its coolness is heightened by the use of polka dot scarfs. You will notice that each shirt has cuff links, each collar a bar pin and each cravat a scarf pin. You will also notice a few pairs of white silk hosiery and handkerchiefs in the display, for after all it is the fitness of association that fits into the theme of compelling attention.

A passerby may not be in immediate need of a shirt, but wait—There's a nice pair of links or smart cravat, etc., etc., and his attention is absorbed in the display. The perfect or rather the complete window display should be symbolized by a ? It should incite the question and answer it. The most insistent question and the most satisfying answer of it will invariably stimulate buying inclination. All buying is a question. Where can I get what I want? He whose answer is the most direct will invariably receive attention.

The display screen I am using for the background has been fitted up with various colored art papers and I will leave it to your own discretion as to which color is the most suitable for the merchandise.

This cut out is a reproduction of your advertisement a small copy of which I have here (showing copy). This cut out was used to supplement our direct mailing system and our newspaper advertisement in our recent 98 cent shirt sale. I am showing this because I truly believe that there should be harmony and co-operation in the window display and advertising department, for after all, is it not one department? I may add that we sold 3,000 more shirts the first two days than the prior year and we attribute a great share of the success to this co-operation.

The fitness of things is true of other merchandise, as well as it is true of clothing and furnishings. The next time you are asked to put in a display of dancing slippers, borrow a Victrola, or Columbia Grafonola and use it in connection with the display. You see you are inciting the question—What is it? Dancing slippers, a phonograph, the thought of fox trotting, one-stepping and waltzing immediately enters the passerby's mind and your answer has accomplished a buying inclination.

What if you are operating a produce and grocery store. Put in a display of salads—but hold on, we have forgotten the mayonnaise dressing, and what about a can of shrimps? We now have shrimp salad. It's as easy to make three sales instead of one.



CLASS 19—OPEN—FOR BEST DISPLAY OF FURNISHING GOODS—1ST PRIZE, FRED JOHANSEN, A. HOLTHAUSEN, TOWN OF UNION, N. J.



CLASS 20—OPEN—FOR BEST DISPLAY OF SHOES—1ST PRIZE, WM. BUTEMENT, FORBES-WALLACE, SPRINGFIELD, MASS.

The clothing display, as you see, is also arranged. We always use a liberal supply of furnishings and hats in all our clothing displays, because we know just how many scarfs, hats, caps, or belts have been sold through this medium. An effective way to show a cravat is to lay it over the top of the standard and with the addition of a pair of gloves it covers the fixture nicely—(showing method of procedure).

Mr. Kieffer then arranged a trim of neckwear, and followed that by showing several slides giving the idea how his windows supplement bill-board advertising.

W. R. Chandler, who acted as chairman of the judges, spoke briefly regarding the I. A. D. M. contest and offered several suggestions which, to his mind, would tend to eliminate many of the mistakes in classifying and judging that are now very likely to occur. The winners in the various classes follow:

List of Prize Winners

Class 1—Open—1st prize, W. E. Zemitzsch, Famous Barr Company, St. Louis, Mo.; 2nd prize, C. W. Ahlroth, Union Clothing Company, Columbus, Ohio; 3rd prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; honorable mention, E. J. Berg, Burgess-Nash Company, Omaha, Nebr., and W. E. Zemitzsch, Famous Barr Company, St. Louis, Mo.

Class 1—Limit—1st and 2nd prizes, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio; 3rd prize, W. K. Best, Turner-Ebinger Company, Marietta, Ohio.

Class 2—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, Walter Zemitzsch, Famous Barr Company, St. Louis, Mo.; 3rd prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; honorable mention, E. J. Berg, Burgess-Nash Company, Omaha, Nebr.

Class 2—Limit—1st prize, C. Walter Johnson, S. J. Johnson Company, Jackson, Miss.; 2nd and 3rd prizes, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio.

Class 3—Open—1st and 2nd prizes, Walter E. Zemitzsch,

Famous Barr Company, St. Louis, Mo.; 3rd prize, C. W. Ahlroth, Union Clothing Company, Columbus, Ohio.

Class 3—Limit—1st and 2nd prizes, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.; 3rd prize, R. M. Montgomery, Star Bargain Store, E. Liverpool, Ohio.

Class 4—Open—1st prize, E. J. Berg, Burgess-Nash Company, Omaha, Nebr.; 2nd prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.; 3rd prize, C. E. Duff, The Leader Store, Marietta, Ohio.

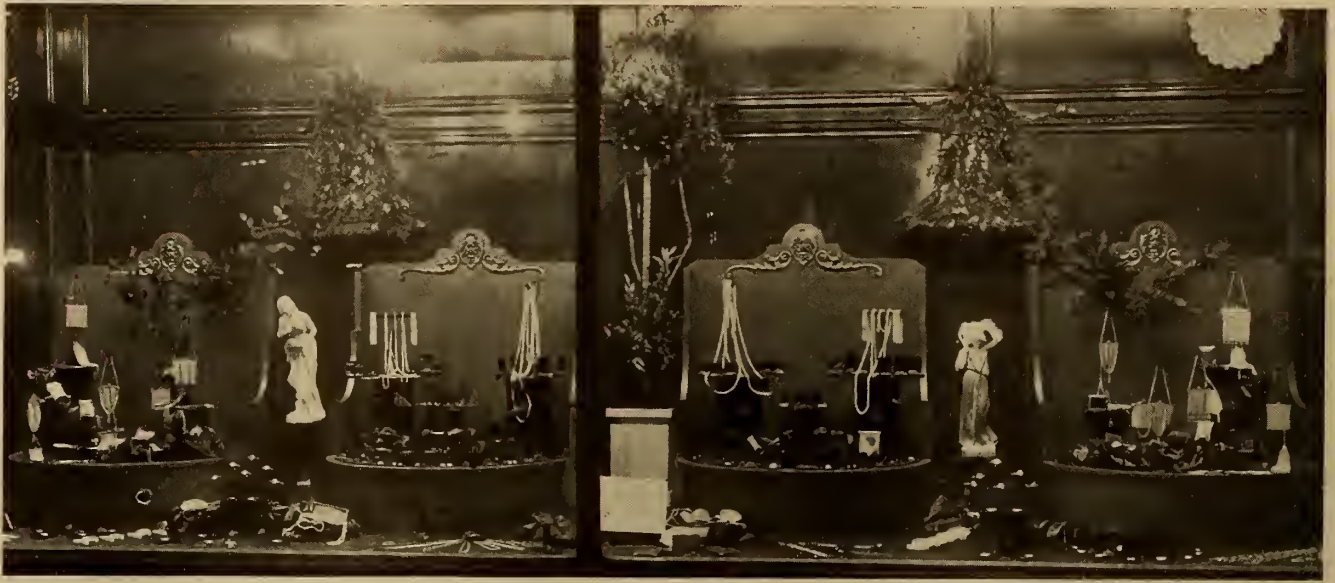
Class 4—Limit—1st prize, Perry W. Hunsicker, Grand Rapids, Mich.; 2nd prize, Homer Seay, Walker Dry Goods Company, Charleston, W. Va.; 3rd prize, P. W. Hunsicker, Grand Rapids, Mich.

Class 5—Open—1st and 2nd prizes, Fred Johansen, A. Holthausen, Town of Union, N. J.; 3rd prize, Matt Markusich, Saul Wolfson, San Antonio, Texas.

Class 5—Limit—1st prize, Walter K. Best, Turner-Ebinger Co., Marietta, Ohio; 2nd prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio; 3rd prize, P. H.



CLASS 21—OPEN—FOR BEST DISPLAY OF BOOKS, STATIONERY, SHEET MUSIC, PICTURES, ETC.—1ST PRIZE, FRED JOHANSEN.



CLASS 22—OPEN—FOR BEST DISPLAY OF JEWELRY, CUT GLASS, CHINA, ART WARE, ETC.—1ST PRIZE, W. E. ZEMITZSCH, ST. LOUIS, MO.

Dietrich, J. Bergman, Wilkes-Barre, Pa.; honorable mention, R. M. Montgomery, Star Bargain Store, East Liverpool, Ohio.

Class 6—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 3rd prize, W. E. Zemitzsch, Famous Barr Company, St. Louis, Mo.

Class 6—Limit—1st prize, Walter K. Best, Turner-Ebinger Co., Marietta, Ohio; 2nd prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.; 3rd prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio.

Class 7—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, Homer H. Seay, Walker

Dry Goods Company, Charleston, W. Va.; 3rd prize, Walter K. Best, Turner-Ebinger Co., Marietta, Ohio.

Class 7—Limit—1st prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.; 2nd prize, Walter K. Best, Turner-Ebinger Co., Marietta, Ohio.

Class 8—Open—1st prize, E. J. Berg, Burgess Nash Company, Omaha, Nebr.; 2nd prize, W. E. Zemitzsch, Famous Barr Company, St. Louis, Mo.; 3rd prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.

Class 8—Limit—1st prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.; 2nd prize, W. K. Best, Turner-Ebinger Company, Marietta, Ohio.

Class 9—Open—1st prize, E. J. Berg, Burgess Nash Com-



CLASS 23—OPEN—FOR BEST DISPLAY OF SPORTING GOODS—1ST PRIZE, FRED JOHANSEN, TOWN OF UNION, N. J.



CLASS 24—OPEN—FOR BEST DISPLAY OF HOUSE FURNISHINGS, ETC.—1ST PRIZE, R. T. WHITNAH, TOPEKA, KANS.

pany, Omaha, Nebr.; 2nd prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 3rd prize, C. E. Duff, The Leader Store, Marietta, Ohio.

Class 9—Limit—1st prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio.

Class 10—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio; 3rd prize, W. E. Zemitzsch, Famous Barr Company, St. Louis, Mo.

Class 10—Limit—1st prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va., 2nd prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio.

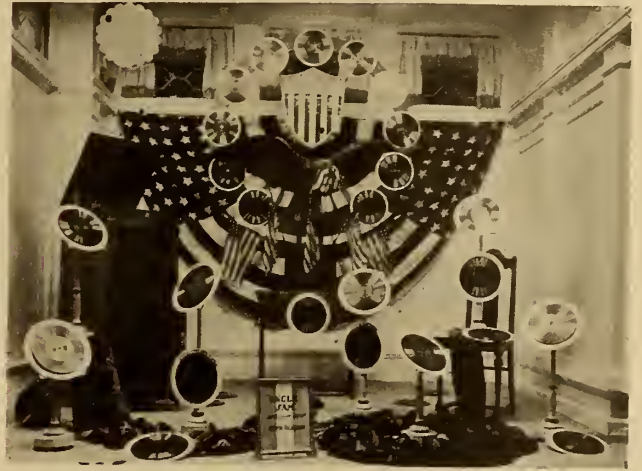
Class 11—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, C. E. Duff, The Leader Store, Marietta, Ohio; 3rd prize, Fred Johansen, A. Holthausen, Town of Union, N. J.

Class 11—Limit—1st and 2nd prizes, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio.

Class 12—Open—1st prize, W. R. Lanthaff, J. N. Adams Co., Buffalo, N. Y.; 2nd prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio; 3rd prize, Fred Johansen, A. Holthausen, Town of Union, N. J.

Class 12—Limit—1st prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio.

Class 13—Open—1st prize, W. E. Zemitzsch, Famous Barr Company, St. Louis, Mo.; 2nd prize, A. W. Lumy,



CLASS 25—OPEN—FOR BEST DISPLAY OF MUSICAL INSTRUMENTS AND ACCESSORIES—1ST PRIZE, E. P. LAVIN, ORLANDO, FLA.

Walbridge & Company, Buffalo, N. Y.; 3rd prize, C. E. Duff, The Leader Store, Marietta, Ohio.

Class 13—Limit—1st prize, R. M. Montgomery, Star Bargain Store, East Liverpool, Ohio; 2nd prize, E. P. Lavin, Yowell-Ducksworth, Orlando, Fla.

Class 14.—Open—1st prize, C. W. Ahlroth, Union Cloth-



CLASS 26—OPEN—FOR BEST DISPLAY OF CARPETS, RUGS, DRAPERIES, CURTAINS, ETC.—1ST PRIZE, FRED JOHANSEN, TOWN OF UNION, N. J.



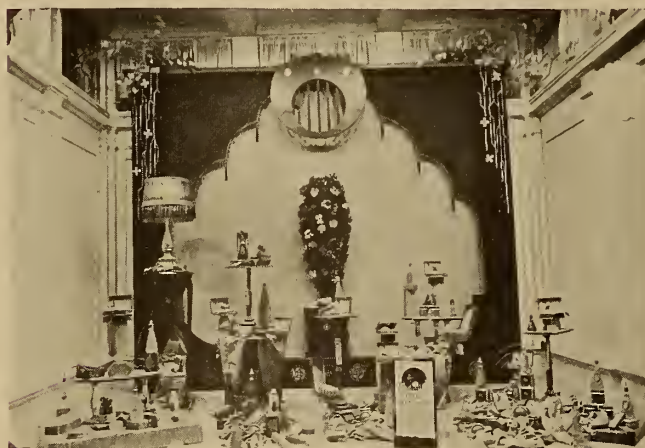
CLASS 27—OPEN—FOR BEST DISPLAY OF FURNITURE—1ST PRIZE, E. J. BERG, BURGESS NASH COMPANY, OMAHA, NEBR.

ing Company, Columbus, Ohio; 2nd prize, C. E. Duff, The Leader Store, Marietta, Ohio; 3rd prize, Clement Kieffer, Jr., C. A. Weed Company, Buffalo, N. Y.

Class 14—Limit—1st prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio; 2nd prize W. Murray Cordrey, Rosenbaum Bros., Cumberland, Md.; 3rd prize, H. H. Tarrasch, F. & R. Lazarus & Co., Columbus, Ohio.

Class 15—Open—1st prize, C. W. Ahlroth, Union Clothing Company, Columbus, Ohio; 2nd prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 3rd prize, M. Wolfson, J. Koch & Company, Akron, Ohio.

Class 15—Limit—1st, 2nd and 3rd prizes, C. H. Kellstadt, Frankenberger's, Charleston, W. Va.



CLASS 28—OPEN—FOR BEST DISPLAY OF DRUGS—1ST PRIZE, R. T. WHITNAH, TOPEKA, KANS.

Class 16—Open—1st prize, C. W. Ahlroth, Union Clothing Company, Columbus, O.; 2nd prize, C. H. Kellstadt, Frankenberger's, Charleston, W. Va.; 3rd prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; honorable mention, Homer H. Seay, Walker Dry Goods Co., Charleston, W. Va.

Class 16—Limit—1st and 2nd prizes, C. H. Kellstadt, Frankenberger's, Charleston, W. Va.; 3rd prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.

Class 17—Open—1st prize, W. E. Zemitzsch, Famous Barr Company, St. Louis, Mo.; 2nd prize, Clement Kieffer, Jr., C. A.

Weed Company, Buffalo, N. Y.; 3rd prize, C. W. Ahlroth, Union Clothing Company, Columbus, Ohio.

Class 17—Limit—1st prize, C. H. Kellstadt, Frankenberger's, Charleston, W. Va.; 2nd prize, Otto Lasche, St. Clair County Gas & Electric Company, East St. Louis, Ill.; 3rd prize, Victor Dallons, Phelps-Dodge Mercantile Co., Tyrone, New Mexico.

Class 18—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, W. E. Zemitzsch, Famous Barr Company, St. Louis, Mo.; 3rd prize, C. H. Kellstadt, Frankenberger's, Charleston, W. V.; honorable mention, W. Murray Cordrey, Rosenbaum Bros., Cumberland Md.

Class 18—Limit—1st prize, C. H. Kellstadt, Frankenberger's, Charleston, W. Va.; 2nd prize, E. J. Berg, Burgess Nash & Company, Omaha, Nebr.; 3rd prize, G. B. Austin, Bernstein Company, Greenwood, Miss.

Class 19—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, Clement Kieffer, Jr., C. A. Weed Company, Buffalo, N. Y.; 3rd prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.

Class 19—Limit—1st prize, Lawrence Hood, Freundlich & Co., Mansfield, Ohio; 2nd and 3rd prizes, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio.

Class 20—Open—1st prize, Wm. Butement, Forbes-Wallace, Springfield, Mass.; 2nd prize, W. E. Zemitzsch, Famous Barr Company, St. Louis, Mo.; 3rd prize, V. L. Carson, Guarantee Shoe Co., San Antonio, Texas.

Class 20—Limit—1st prize, W. Murray Cordrey, Rosenbaum Bros., Cumberland, Md.; 2nd prize, V. L. Carson, Guarantee Shoe Co., San Antonio, Texas; 3rd prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio.

Class 21—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, Bert Coltus, Rhodes Bros., Tacoma, Wash.; 3rd prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.

Class 22—Open—1st prize, W. E. Zemitzsch, Famous Barr Company, St. Louis, Mo.; 2nd prize, S. E. Gibson, Western Clock Company, La Salle, Ill.; 3rd prize, Victor Dallons, Phelps-Dodge Mercantile Co., Tyrone, New Mex.

Class 22—Limit—1st prize, S. E. Gibson, Western Clock Co., La Salle, Ill.; 2nd prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio; 3rd prize, S. E. Gibson, Western Clock Company, La Salle, Ill.

Class 23—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, E. H. Robertson, S. F.



CLASS 30—OPEN—FOR BEST DISPLAY OF LUGGAGE, LEATHER GOODS, ETC.—1ST PRIZE, W. K. BEST, MARIETTA, OHIO.

Iszard Co., Elmira, N. Y.; 3rd prize, E. J. Berg, Burgess Nash Company, Omaha, Nebr.

Class 23—Limit—1st prize, Homer H. Seay, Walker Dry Goods Co., Charleston, W. V.; 2nd prize, R. M. Montgomery, East Liverpool, Ohio.

Class 24—Open—1st prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 2nd prize, Otto Lasche, St. Clair County Gas & Electric Company, East St. Louis, Ill.; 3rd prize, E. J. Berg, Burgess Nash Company, Omaha, Nebr.

Class 24—Limit—1st prize, Oscar Klein, National Outfitting Company, Columbus, Ohio.

Class 25—Open—1st prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 2nd prize, Bert Cultus, Rhodes Bros., Tacoma, Wash.; 3rd prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.

Class 25—Limit—1st prize, E. P. Lavin, Yowell-Ducks-

worth Company, Orlando, Fla.; 2nd prize, V. L. Carson, Guarantee Shoe Co., San Antonio, Texas.

Class 26—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, Roy H. Heimbach, Clarke Bros. Stores, Scranton, Pa.; 3rd prize, Bert Cultus, Rhodes Bros., Tacoma, Wash.

Class 26—Limit—1st prize, W. K. Best, Turner-Ebinger Co., Marietta, Ohio.

Class 27—Open—1st prize, E. J. Berg, Burgess Nash Company, Omaha, Nebr.; 2nd prize, W. R. Lanthaff, J. N. Adams Company, Buffalo, N. Y.; 3rd prize, R. T. Whitnah, Crosby Bros., Topeka, Kansas.

Class 27—Limit—1st prize, E. P. Lavin, Yowell-Ducks-worth Company, Orlando, Fla.; 2nd prize, P. H. Dietrich, J. Bergman, Wilkes-Barre, Pa.; 3rd prize, E. P. Lavin, Yowell-Ducks-worth Company, Orlando, Fla.



CLASS 31—OPEN—FOR BEST TABLEAU OR PATRIOTIC DISPLAY—1ST PRIZE, FRED JOHANSEN, TOWN OF UNION, N. J.



CLASS 32—OPEN—FOR BEST DRAPE—1ST PRIZE, FRED JOHANSEN, TOWN OF UNION, N. J.

Class 28—Open—1st prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 2nd prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.

Class 28—Limit—1st prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.

Class 29—Open—Victor Dallons, Phelps-Dodge Mercantile Co., Tyrone, New Mex.; 2nd prize, W. R. Lanthaff, J. N. Adams Company, Buffalo, N. Y.; 3rd prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.

Class 29—Limit—1st and 2nd prizes, Victor Dallons, Phelps-Dodge Mercantile Company, Tyrone, New Mex.

Class 30—Open—1st prize, W. K. Best, Turner-Ebinger Co., Marietta, Ohio; 2nd prize, G. B. Austin, Bernstein Company, Greenwood, Miss.; 3rd prize, M. Wolfson, J. Koch & Company, Akron, Ohio.

Class 30—Limit—1st prize, Lawrence Hood, Freundlich

Co., Mansfield, Ohio; 2nd prize, Victor Dallons, Phelps-Dodge Mercantile Co., Tyrone, New Mex.; 3rd prize, W. K. Best, Turner-Ebinger Co., Marietta, Ohio.

Class 31—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, H. R. Claudius, Foster-Ross Co., Auburn, N. Y.; 3rd prize, Clement Kieffer, Jr., C. A. Weed & Company, Buffalo, N. Y.; honorable mention, E. J. Berg, Burgess Nash Company, Omaha, Nebr., and C. E. Duff, The Leader Store, Marietta, Ohio.

Class 31—Limit—1st prize, W. K. Best, Turner-Ebinger Co., Marietta, Ohio; 2nd prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 3rd prize, John Doe.

Class 32—Open—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, E. F. Swank, Bichoff Co., Crawfordsville, Ind.; 3rd prize, C. E. Duff, The Leader, Marietta, Ohio.

Class 33—Open—1st prize, C. H. Kellstadt, Frankenger's, Charleston, W. Va.; 2nd prize, C. W. Ahlroth, Union Clothing Company, Columbus, Ohio; 3rd prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio.

Class 33—Limit—1st, 2nd and 3rd prizes, C. H. Kellstadt, Frankenger's, Charleston, W. Va.

Class 34—Open—1st prize, V. L. Carson, Guarantee Shoe Co., San Antonio, Texas; 2nd and 3rd prizes, J. C. Mackey, Rich Bros., Atlanta, Ga.

Class 34—Limit—1st prize, V. L. Carson, Guarantee Shoe Co., San Antonio, Texas.

Class 35—Open—1st prize, Matt Markusich, Saul Wolfson, San Antonio, Texas; 2nd prize, H. H. Tarrasch, F. & R. Lazarus & Company, Columbus, Ohio; 3rd prize, J. L. Haines, Lancaster, Pa.

Class 35—Limit—1st prize, W. Murray Cordrey, Rosenbaum Bros., Cumberland, Md.

Class 36—1st and 2nd prizes, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 3rd prize, E. P. Lavin, Yowell-Duckworth Co., Orlando, Fla.

Class 37—1st prize, R. T. Whitnah, Crosby Brothers, Topeka, Kans.; 2nd prize, M. L. Hoffstadt, Feddeman's, Akron, Ohio; 3rd prize, R. T. Whitnah, Crosby Brothers, Topeka, Kans.

Class 38—1st prize, M. L. Hoffstadt, Akron, Ohio; 2nd prize, E. P. Lavin, Yowell-Duckworth Co., Orlando, Fla.; 3rd prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.

Class 39—1st prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.; 2nd prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 3rd prize, M. L. Hoffstadt, Akron, Ohio.

Class 40—1st and 2nd prizes, C. W. Ahlroth, Union Clothing Co., Columbus, Ohio; 3rd prize, Fred Johansen, A. Holthausen, Town of Union, N. J.

Class 41—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd prize, C. W. Ahlroth, Union Clothing Company, Columbus, Ohio; 3rd prize, C. H. Kellstadt, Frankenger's, Charleston, W. Va.

Class 42—1st prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 2nd and 3rd prizes, Homer H. Seay, Walker Dry Goods Co., Charleston, W. Va.

Class 43—Sweepstakes—1st prize, Walter Zemitzsch, Famous Barr Company, St. Louis, Mo.; 2nd prize, Fred Johansen, A. Holthausen, Town of Union, N. J.; 3rd prize, C. H. Kellstadt, Frankenger's, Charleston, W. Va.; honorable mention, E. J. Berg, Burgess Nash Company, Omaha, Nebr.; C. H. Ahlroth, Union Clothing Company, Columbus, Ohio; and Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.

Class 44—Showcards—1st prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 2nd prize, Elwin McEachnie, Tahruns-Braum Co., Buffalo, N. Y.; 3rd prize, M. Wolfson, J. Koch & Company, Akron, Ohio.



CLASS 33—OPEN—FOR BEST EFFECT PRODUCED WITH ARTIFICIAL FLOWERS AND OTHER DECORATIVE ACCESSORIES—1ST PRIZE, C. H. KELLSTADT, CHARLESTON, W. VA.

Class 45—1st prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.; 2nd prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 3rd prize, Elwin McEachnie, Tahruns-Braum Co., Buffalo, N. Y.

Class 46—1st prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 2nd prize, Lawrence Hood, Mansfield, Ohio; 3rd prize, John Doe.

Class 47—1st prize, R. T. Whitnah, Crosby Bros., Topeka, Kans.; 2nd prize, Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va.; 3rd Prize, G. B. Scott, Strouse Bros., Evansville, Ind.; honorable mention, John Doe.

John Looch, Display Manager for McFarlan Clothing Company, Rochester, N. Y., was next on the program and gave a decidedly interesting and instructive demonstration on the "Best Methods of Making Sales-Producing Clothing Displays."

Following Mr. Looch, the members had the pleasure of listening to an extremely interesting talk and seeing a most instructive demonstration on the various methods of window lighting and the direction and color of light in the display window. This demonstration and talk was given by A. I. Powell, Illuminating Engineer with the Edison Lamp Works.

The session was then adjourned.

Wednesday Morning Session

President Hoile called the meeting to order at 11 o'clock and introduced a score of display managers from Canada.

Mr. Karl Amdahl, display manager of the Palace Department Store, Spokane, Washington, was then called on for a few remarks. Mr. Amdahl traveled the greatest distance of any display man in order to be present at the convention. He told of the won-

derful work being accomplished by display men of his state along patriotic lines.

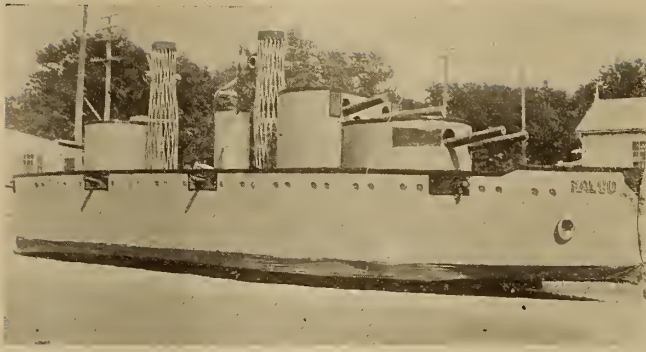
C. J. Potter, well known to every display man, then told of the work that the windows will play in the future, and of the formation of the War Service Committee on Window Displays, of which he, Mr. Potter, has been made chairman.



CLASS 34—OPEN—FOR BEST BOOTH OR INTERIOR DECORATION—1ST PRIZE, V. L. CARSON, SAN ANTONIO, TEXAS.

Mr. Potter in outlining the duties of this special committee said:

Last night at the meeting we appointed a National Chairman of the War Service Committee on Window Displays. The United States Government will not recognize individuals, and therefore the display men have not been getting the credit for the things they have done in boosting the Liberty Loans, Food Conservation, and War Savings Stamps, etc., but by having a committee from this organization it will be possible



CLASS 35—OPEN—FOR BEST DECORATED FLOAT—1ST PRIZE, M. MARKUSICH, SAN ANTONIO, TEXAS.

to receive recognition and everything will be worked out harmoniously. As it is now there are any number of committees working for the different phases that have to do with war propaganda. It will be the duty of this committee as a centralized body to appoint sub-committees in every city in the United States.

It is too early to tell you very much of the details of this, for we have not worked them out. You all are expected to help and co-operate in the winning of this war, and the committees that are in action now will be co-ordinated in the main committee, so there will be no friction.

In addition to these committees we will augment them with hundreds of other committees throughout the country, in this way when the Director of Publicity, one of them you heard here, Mr. Neal, gets out a campaign for Liberty Loans this Display Committee will know of it, so that when the advertising appears in the national advertising and newspapers, the windows will be worked out along the same line. In other words the same thing that the newspaper men have to work with and the national magazine has, the display men will have something on the same order, so that each will connect up with the other.

I am not going to take up any more of your time, and when I appoint men as Chairmen of committees, I shall expect prompt action, for it is our duty now to assist the government and help win the war, and the only way this can be done is by active work, therefore when I appoint these committees I am going to hold them responsible. It is up to the chairman in that city to see that the work is carried on during the week the government wants those displays. I thank you. (Applause.)

James R. Trehwella, Display Manager for Best & Company, New York, then proceeded with a demonstration on the handling of infants', juniors' and misses' wear. This demonstration and talk proved to be one of the gems of the convention. Mr. Trehwella is a gifted speaker and ranks as an authority in his chosen profession. Display managers, old and young, derived a wealth of valuable information from this number. Mr. Trehwella said:

I will start in with the infants' line and show you a few things of the infants. The more you can demonstrate the value of the goods the more it is going to bring to your firm, and your firm are the ones that are paying you. The fixture people are always getting out something new to help you, and I want to thank them for bringing out this six-months-old fixture. The petticoat is a necessary part, all those little things bring out your dress and hold it out properly, you want to make it look as natural as possible. Again you have to study the accessories, shoes, stockings, etc. You must have everything correspond, if you have a fine dress you should pick a dainty hat to go with it and not a stiff straw hat.

The misses' line many people consider harder than women's or children's, they are difficult things to show and even the fixture people have recognized that fact and are getting out what is called a "Flapper" figure. That is the figure at the awkward age, from twelve to fifteen years. You



CLASS 41—FOR HAND COLORED PHOTOGRAPH OF DISPLAY OF MEN'S OR BOYS' WEARING APPAREL—1ST PRIZE, FRED JOHANSEN, TOWN OF UNION, N. J.

all know how awkward the girl is at that age and it is very difficult to dress her.

It is always necessary, gentlemen, for all display managers, I don't care how big the position or little, to know material, to know each and every kind of lace he uses. Make a point to find out everything about merchandise. We are at a little disadvantage here, for you gentlemen sitting below are lower than the average window. That is another thing that must be considered, you may dress your figures down stairs and look at them and they are all right but when you go outside the window you will see that the dress looks shorter in the window than when you were downstairs, so it is necessary to go outside and see that they are all right. Don't say, "Put them in," and then let it go at that.

Then in your accessories—you will sometimes see a ten-year-old shoe in the same window with a six-year-old figure. If you don't know the size shoe that goes with a six-year-old figure ask the shoe man, he will tell you. By bringing out the accessories so well you can bring out every feature in your window. I thank you. (Prolonged applause.)

Carrol S. Nichols, Display Manager for R. H. White Company, Boston, Mass., was then introduced and put on an unusually clever demonstration on the use of wax figures for draping. This branch of the work is mighty important with display men and Mr. Nichols proved himself a past master at the art. His demonstration made a decided hit with the members present.

W. H. Hinks' Address

William H. Hinks, Display Manager, for J. W. Thomas & Co., Minneapolis, Minnesota, followed Mr. Nichols, and offered many extremely valuable suggestions on the best methods of showing under-

wear, and made clear the wonderful aid the manufacturer may be to the display man in arranging a display of nationally advertised materials. (Mr. Hinks takes platform).

Ladies and Gentlemen: I was sent here by a large Indianapolis house for the purpose of advocating the advertising matter which they get out at a great expense for the assistance of the window men, but unfortunately the stuff has not arrived. I would like to say a few words about this proposition. Advertising is a public necessity and you will all agree with me that the greatest form of advertising known today is by the method of window displays. There is no question that the window advertising does something that no other kind of advertising does, that is the merchandise you have for sale, you have it and you show it to the public, no other form of advertising shows the people what you are willing to sell them, what you have to sell.

Now along those lines—there is another thing to make your windows the greatest result bringers, and that is this—the public must see your window; there is no use putting in windows if the public doesn't see them. In all cities we know there are some locations where there are a greater number of people passing by the window than farther up the street where people don't pass, so it is up to Mr. Windowman to make his window so beautiful, so attractive that the people are willing to come blocks out of their way to see those windows. And, ladies and gentlemen, another thing about showing goods in a window is that you have got to bring out the intrinsic value of that goods.

Now I am going to try and give you some idea of what I was sent here for. This material which I picked up down at the local office in New York is not like the grade I had to show you but it will give you an idea of the class of material this concern is getting out to help window men.



PHOTOGRAPHS OF DISPLAYS REFERRED TO BY W. H. HINKS IN HIS TALK TO DISPLAY MEN.



CLASS 42—FOR HAND COLORED PHOTOGRAPH OF BEST DISPLAY OF ANY ARTICLE OTHER THAN WEARING APPAREL—1ST PRIZE,
FRED JOHANSEN, TOWN OF UNION, N. J.

The opportunity of making artistic selling displays of underwear has not been realized to its fullest extent. The average line of underwear is a nationally advertised product. These national advertisers are spending large sums of money to improve the window displays and to make them greater selling factors. I will give you a few suggestions of the ways and means of putting in better displays of underwear, and I want to impress upon you how much the manufacturers are doing to help us if we are only willing to accept their help, and co-operate with them making the most of the great efforts to assist the display men.

The concern which I am representing here annually spends thousands of dollars producing advertising matter for the sole purpose of being used in window displays, to beautify and make it more artistic and give it more selling value. Apart from using these beautiful pictures which this firm will supply you, the great benefit to be derived by the display man is the numerous backgrounds and situations which he can get from this advertising matter.

I have here a picture card showing a mother and four children—now develop this idea and carry it out in detail as nearly as you can. For the background use a beautiful scenic panel, or painting or piece of tapestry and drape this then with suitable material, velours or silks, and in addition use a table with a vase of flowers upon it and a rug or mat on the floor harmonizing with your background and other decorations. Group your figures as nearly as you can to this picture and you will have a window that will attract people to your store and call attention to the perfect fitting underwear which you are offering them. I am aware that it is not possible for every display man to get these life size figures to display underwear so that the garments will fit perfectly. You must not forget the value of the display will be lost unless the utmost care is taken to see that the garments fit perfectly, emphasizing the important fact that this particular garment means a "perfect fitting garment."

You can, however, carry out the idea given in this picture and display the perfect garment. I have here a dress hanger covered with ribbon which you can use instead of the figure. One thing I want to remind you of and that is that

poor, unsightly fixtures detract from the quality of the merchandise, while good, clean looking fixtures enhance their value. There is another special thing in a display of underwear, and that is absolute cleanliness. The merchandise must be spotlessly clean and fresh. There is something very refreshing, elevating and uplifting about fresh underwear. The greatest tonic to a tired man or woman is a bath and clean underwear. It increases their self-respect and makes them fit for another strenuous day. Therefore I am sure you will all see the necessity of the merchandise having that fresh, clean look.

I also want to mention that these pictures are photographs from living models, and if it was possible for the photographer to do this it is possible for you to do it.

There is one other point I wish to call your attention to, and that is any and all advertising to be productive and to build future business must have the right merchandise back of it so that you can have every confidence that when sold to the customer they will give satisfaction. The object of the window display is to help build up and maintain a reputation for your firm for reliability and honesty. I thank you.

Recess was taken at this point.

Wednesday Afternoon Session

The meeting convened at 2:30 o'clock with President Hoile presiding.

Mr. Irving Schwarcz, Display Manager for R. H. Macy & Company, New York, opened the afternoon's educational program with a demonstration of draping living models. Mr. Schwarcz is a man of unusual creative ability and his work has attracted wide-spread attention. His artistic work before the delegates brought forth the commendation of all present, and Mr. Schwarcz was given a rousing ovation at the conclusion of his demonstration.

Fred Johansen, Display Manager for A. Holt-hausen, Town of Union, N. J., followed with a demonstration on the proper handling of men's shirt

displays. This demonstration proved as popular as the one Mr. Johansen had given on the first day.

Talk on Co-operation

President Hoile then introduced Edward Munn, Display Manager for Franklin Simon & Company, New York, and this popular display manager spoke as follows:

I am going to talk co-operation with the buyer for the firm you work for.

A display man to make a thorough success must be a man of co-operation—he must work hand and glove with the buyers, salespeople, the firm and advertising man,—he must, with a smile, cater to them and even more, he must cater to the public—he must be inventive of display—he must make the windows talk with the merchandise.

This is done, as you all know, by the appetizing way the goods are exhibited. Every article, whether gown, dress, wrap, cape or coat, whether a bag, purse, hosiery or gloves, must impress in the way it is exhibited, and to do this every article should not be thrown in or bunched.

Windows, like advertisements, should continually be changed, and it is this continual newness of exhibits that makes a show window and store most attractive; exhibiting the newest styles, the newest fabrics, the newest and latest of everything that makes a window the best salesman of the store.

Here is where co-operation comes in. Naturally exhibiting the newest and showing them most attractively a customer frequently wants just that which is exhibited in the window, requiring the undressing of an exhibit. Though against the grain, this goods must be taken out of the window at once, no matter whether it is a sure sale or not. The customer must be satisfied and to that end, some one of the Window Decorating Department should always be ready for any such request and immediately redress that part of the window that has been disturbed. In this way you do full justice to the business, the salesperson, the customer, the buyer—the firm.

Co-operation with the buyers is very essential—the success of their department often depends on the window display, and it is a very good idea to give as much display to each department as it is possible to do; and this can be done only by frequent changes. Where there are many windows, it is a good idea to allot certain windows for certain departments—on the same lines as an advertisement in the newspaper. If a firm could get a certain location on a certain page, a party who wants to read that store's ads, would turn right to that page and in time would look daily for that page. So it is when a certain window is used for coat and suit displays, millinery displays, infants' wear displays, clothing displays, furnishing displays, etc. Hence, thorough co-operation with the buyers is most essential.

So it is throughout the entire store—it is co-operation that makes a happy and contented atmosphere, and it is this that spells success—that all are working for, for with success comes proper appreciation in the way of advancement.

The display man should also take that same interest in the interior of the store—should see that the proper exhibits are made on the counters, etc., and it is this general interest that counts and makes the display man a factor, a big man of the store of success.

To make the proper effective displays, you must have the proper shaped forms and wax figures. You must have the right sort of fixtures—the best display fixtures, I find, are much the cheapest in the end. (Applause.)

C. A. Vosburg's Demonstration

"The Correct Handling of Artificial Flowers," was the subject of C. A. Vosburg's demonstration. Mr. Vosburg is Display Manager for McCreery & Company, Pittsburgh, Pa., and his work is known throughout the country. It is reasonably safe to state that he has no superior in the line with which his demonstration had to do. An unusually large attendance was present during the demonstration and the members present gained much valuable information along lines that have at other conventions been somewhat neglected. Mr. Vosburg's address follows:

Mr. Chairman, Ladies and Gentlemen: "Correct Handling of Artificial Flowers," on which the Program Committee has asked me to give a demonstration, is of such vast extent, of such vital importance to the display man and decorator and involves so many topics which demand minute investigation that I wish at setting out to be understood as not to pretend to go through all the observations that may be applicable to its circumstances, but will endeavor to present it in a mere general view.

The very first thing you must have is a mind's eye picture of your scheme. Every decorator must design his own flowers, or if he buys flowers from the manufacturers he must picture before him just what he is going to do with those flowers when they come in. It is advisable to have the correct urns, vases, or whatever you may use and measure your first sample if you are carrying out a window or interior decoration, and be sure to have enough material to finish your scheme. The proper way of doing is to have the first sample made of the vase, urn, or whatever vessel you are going to use and have enough flowers to fill that urn, then count them and you know just exactly what you are going to use.

Flowers handled correctly are the finishing touches to all opening window and interior displays—used incorrectly they mar and detract from the display. My plan is to try and explain to the younger display men a few of the errors made.

In using flowers, at the beginning, picture the display. Have the correct vessels to hold your flowers, for instance, stem roses should always be used in vases—never use them in boxes or urns, etc. The next step is to have a filler and sheet moss which holds the flowers in their proper position, then open all the foliage and bend down centers to give a natural appearance, place your flowers, finish with a few sprays of fern or foliage.

I will now bring out a few of the flowers I have gathered from the different exhibitors and try to give just a little demonstration of some of the mistakes that are made. In having flowers made to use in vases I generally have extra stems so I can get the correct height. Take a cluster of flowers and bank about eight or ten natural ferns at the base and hide all your bases and it will give you an effective flower display. When it is necessary to carry out the balcony or window decoration the smaller flowers are the best and it should be prepared in your fixture room so as to have everything ready to place in the proper position. The best effects to my mind are always gotten from just using one style flower and spreading them out and getting a nice effect. Of course where a flower is dark it is advisable to brighten it as long as you get colors that harmonize.

Fruits are very good if handled correctly. The trouble with the majority of men is that when they get a bunch of fruit they never think of opening it up. Last fall we carried

out our opening and the entire scheme was a fruit effect and it was the prettiest thing I had ever done, combining natural foliage with artificial fruit. I had large urns banked with natural foliage and worked the fruit in among the foliage and got a very pleasing effect.

In conclusion, always be on the alert for new things, try to be the first man to spring it in your town and let the rest follow. From the smallest, simplest things I have developed some of the biggest decorative schemes ever carried out. Be sure and open your flowers and take plenty of time; have in mind a picture scheme and then carry it out correctly. Thank you. (Applause.)

President Hoile then appointed E. J. Berg, W. H. Hinks, L. F. Dittmar and B. W. Christophel as tellers of election. The election of officers then took place with the following result: President, E. D. Pierce, Rochester, N. Y.; first vice-president, T. Guy Duey, Grand Rapids, Michigan; second vice-president, C. A. Vosberg, Pittsburgh, Pa.; third vice-president, L. F. Dittmar, Dayton, Ohio; secretary, D. B. Bugg, New York City; treasurer, William H. Hinks, Minneapolis, Minn.

Chicago was then chosen by the delegates as the 1919 convention.

After the reading of the auditing committee's report the meeting was adjourned until 9:30 o'clock Thursday morning.

Thursday Afternoon Session

There was no Thursday morning session, the members present at the convention witnessing New York's tribute to the late mayor, Major John Purroy Mitchel, killed while in the service of his government.

The afternoon meeting was called to order by President Hoile at 2:30 o'clock and the first business was the report of the Committee on Resolutions and By-Laws. Mr. Pierce read the report which entitled manufacturers of store equipment and store decorations to associate membership in the International Association of Display Men.

The report having been accepted *MERCHANTS RECORD AND SHOW WINDOW* was chosen by the members as the official organ of the Association.

B. A. Rainwater, Display Manager for Hess & Culbertson, St. Louis, Mo., then gave a demonstration on the use of speed lettering pens for making all kinds of show cards. Mr. Rainwater's proficiency in the handling of pens is well known, and his demonstration was one of the features on a program of stars.

President Hoile then installed the newly elected officers, and this having been done, the newly elected president, E. D. Pierce, took the chair and announced his several committees for the coming year:

Program Committee—George H. Lamberton, chairman; William H. Hinks, J. E. Hancock, George J. Cowan, J. I. Adler, and C. E. Smiley.

Executive Committee—Clement Kieffer, Jr., chairman; J. J. Cronan, M. J. B. Tennent, B. W. Christophel, James Trewhella, C. I. Wilson and R. L. Paxton.

Educational Committee—A. E. Hurst, chairman; E. K. Lummis, and A. J. Edgell.

Membership Committee—A. W. Lindblom, chairman; L. A. Rogers and H. H. Tarrasch.



BANQUET OF DISPLAY MEN, HELD IN THE GRAND BALL ROOM OF THE WALDORF-ASTORIA, NEW YORK CITY.

Publicity Committee—D. B. Bugg, chairman; George J. Cowan, A. Gibson, C. J. Potter, H. K. Burnham and L. P. Gill.

The meeting was then adjourned and to convene at Hotel Sherman, Chicago, Illinois, in 1919.

The Brzyasieue

The annual banquet of the association was given Wednesday evening, July 10, at the Waldorf-Astoria Hotel with an unusually large number present. An elaborate menu was served and an unusually clever musical revue provided.

An orchestra behind banks of flowers and potted plants furnished music for the singing and dancing.

During the evening E. J. Berg, in behalf of the I. A. D. M., presented a beautiful gold watch to the retiring president, Harry W. Hoile. P. W. Hunsicker, the retiring secretary, was made the recipient of a traveling bag. Mr. Bugg represented the association in making this presentation.

John H. True, president of the Store Equipment Manufacturers' Association, New York, and always in demand at such functions, explained as only John True can "Why We Are Here."

The evening's entertainment was in charge of a committee consisting of Horace Tracy, A. E. Hurst and C. J. Potter.

Directors' Meeting

At the Directors' meeting many suggestions were made and turned over to the proper committees for consideration, among them being one to the effect that Directors meetings be held each afternoon of the convention immediately following the demonstrations, and that these meetings be open to all members.

Resolutions of co-operation in all war activities were adopted, copy of such resolutions to be forwarded to the War Department.

The Executive Committee appointed C. J. Potter national chairman of the War Service Committee, mentioned on another page of this report.

Display Men from Canada

The following display men from Canada were present and introduced to the convention delegates by President Harry W. Hoile:

F. G. Lacey, Fairweather's Ltd., Toronto; C. H. Bray, Holt Renfrere Co., Toronto; W. H. Mould, John Northway & Son, Toronto; R. V. McDonald, Toronto; W. G. Moin, G. W. Robinson Co., Hamilton; E. K. Lummis, Almy's Ltd., Montreal; G. R. Macgregor, Winnipeg; J. P. Dogon, Henry Mosare, Montreal; J. H. Roy, The Paquet Co., Quebec; H. C. MacDonald, Murray Kay Co., Toronto; J. A. Jervis, Murphy Gamble Co., Ottawa; L. Carter, Ottawa; M. Mitchell, T. Eaton Co., Toronto; M. Keeler, T. Eaton Co., Toronto, and M. Lemieur, Goodwin Ltd., Montreal.

The Exposition

The Manufacturers' Exposition was undoubtedly the most elaborate and important that has yet been conducted at any previous convention. A large volume of business was reported by each exhibitor.

Reproduced herewith is photograph of an exhibit that attracted more attention from display men and visitors than did any other. The firms having exhibits are as follows:

Frankel Display Fixture Company, New York City; Fontaine, Inc., New York City; Frank Netschert, New York City; French Wax Figure Company, Milwaukee, Wis.; Botanical Decorating Co., Chicago, Ill.; J. R. Palmenberg's Sons, Inc., including



Norwich Nickel & Brass Company and Jacob Kindlimann Form Company, New York City; L. Bauman & Company, Chicago, Ill.; MERCHANTS' RECORD AND SHOW WINDOW, Chicago, Ill.; Doty & Scrimgeour Sales Company, New York City; Feldman Fixture Company, New York City; Bert Daily, Dayton, O.; I. G. Culver Company, New York City; Hugh Lyons & Company, Lansing, Mich.; Wm. Buhrig Company, New York City; Polay-Jennings Fixture Company, Chicago, Ill.; Wallbrun Kling & Company, Chicago, Ill.; Adler-Jones Company, Chicago, Ill.; Modern Art Studio, Chicago, Ill.; and Display Service Company, The Haberdasher, Sol. Levin & Company, Esterbrook Steel Pen Mfg. Company, Decorative Plant Company, J. B. Williams, Root Newspaper Association, International Correspondence School, Engineers Corps, U. E. A., All Styles Hanger Company, National Joint-Limb-Doll Company, Inc., Hulziser Company, Signs of the Times, H. G. Polson, Laco-Phillips Company, Decorators Supply Company, Munsingwear Company.

Value of High-Class Draping

Series 2—Article 8



By T. Guy Duey

FASHIONS for early autumn call for many varied effects, most all of which are designed on extremely simple lines, with a tendency of the conservation of materials. Among the things very noticeable, and one that gives promise of great popularity for present and early fall wear is the cape and cape coat.

These will appear in many unique models both for street and party wear, in a number of fabrics, such as taffetas and satins, especially the double faced qualities; also in broadcloth, gabardines, wool jersey, wool velours, and many similar weaves. The models are of various lengths, and in most instances are of loose draped effects with large roll collars, both in closed and open necks.



The color schemes are of a combination of two tones of the same shade, the lighter shade being quite frequently used for the garment proper, with a darker shade of same color for trimming such as collars, cuffs, or wide band to finish the bottom.

The early displays of these fabrics could suggest

and emphasize these particular style features to good advantage and prove profitable.

The complete display herein illustrated gives a clear idea for such a treatment of fabrics and consists of one simple center drape which is made over standard with a top cut from one-half inch lumber in oval shape about 10 by 10 inches, placed on flat;



together with two figure drapes, which would be equally good using either wax figures or the new cut-out painted figures.

The central drape is especially good for broadcloth or the soft wool fabrics. However, it is equally good for satins. Commence with end of material on floor at left of standard, sweep up over top, one selvage passing over center of oval from back to front, now form long festoon effect and return same selvage over center of oval to the rear, return to floor sweeping out in front of standard, make final sweep up to right end of oval top allowing folds to fall gracefully.

Use a heavy satin or taffeta ribbon to make loops and bow on left side and on the right, a suitable fur scarf with fringed end.



ORIGINAL DRAPE BY T. GUY DUEY OF WURZBURG'S DRY GOODS COMPANY, GRAND RAPIDS, MICHIGAN.

The figure drape on the left is made with a 36-inch or 40-inch double faced satin commencing one end at bottom of garment on left side of front, passing over the right arm and shoulder, turning out the selvage at neck to form the collar, the other selvage passing over the wrist. The material passes up over the left shoulder and arm from the back and is handled same as on other side.

When using the double faced satin enough material can be allowed to turn out to get the effect of the wide band of garment. Otherwise it can be produced with a wide ribbon, the end of which is used for the wide cross panel. The selvages at sides are pinned together and the buttons pinned through the two thicknesses gives the sleeve effect.

The other figure drape is quite simple to execute.

Take one corner of fabric and pin upon the right shoulder, pull across in front close up to neck and let the end of goods partially cover left arm. Next pass around to back and drape in loop effect over right side of figure up to neck where the outside selvage pins at point on left shoulder. Now pass around neck in series of folds to produce the collar, the remainder of material being disposed of under the garment.

To simplify matters it is well to use ready made dresses or skirts under these garments or if preferable, same can be draped first from other suitable materials.

The background needs very little description except that same should be carried out in autumn tones. The hedges could be of natural preserved foliage placed a few inches in front of the scenic drop. The pilaster effect cut from composition board and painted.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING			
"Harmon's Journal of Window Dressing"	-	-	Established 1893
"The Show Window"	-	-	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	-	-	Established 1903
"Merchant and Decorator"	-	-	Established 1905

Published on the Fifth of Every Month by

The Merchants Record Company

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Official Organ of The International Association of Display Men

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.

** Copyrighted by the Merchants Record Company*

August, 1918

A Store Equipment Department

THE readers of MERCHANTS RECORD AND SHOW WINDOW are continually making inquiry of the editor as to the store equipment of almost every nature. These inquiries have become so numerous and frequent that, after fully considering the possibilities of rendering additional service to its subscribers and thereby adding to its importance as a factor as modern merchandising, its publishers have determined to set aside a section of each issue to be devoted to that necessary feature of store-keeping, in which will be comprehensively covered the needs of store and department managers for information relating to store equipment and arrangement, store front construction, etc.

Never before has the merchant been confronted with so many difficulties in conducting his business as at the present time. With the shortage of labor new devices are being brought to light daily that do the work heretofore performed by clerks. Every merchant should be alive to these labor saving devices, new items of equipment and fixtures, and this new

department will keep merchants well informed. Interesting and instructive articles will appear regularly. This new department will also include articles and illustrations bearing on the practicability and economy of equipment already in use, thus making MERCHANTS RECORD AND SHOW WINDOW a reference magazine whenever improvement is contemplated in a store or department, or a new store is to be established. Readers are invited to make free use of this department, sending in suggestions or seeking information as the case may be.

To make this new feature a creditable one, and one that will be worth while, it was determined to place the department under the direct supervision of a man thoroughly experienced in this particular field. To this end the publishers have secured the services of Mr. D. B. Bugg, who is widely and popularly known by display men and store equipment manufacturers, and his expert knowledge, the fruit of twenty years devoted to window display and store equipment, will manifest itself in no small degree through the columns of MERCHANTS RECORD AND SHOW WINDOW. He has acted in an advisory capacity and has been called into consultation by many of the country's largest stores that have sought better methods of arrangement and merchandising systems.

Mr. Bugg will devote his entire time to this publication and his services will be available to the readers of MERCHANTS RECORD AND SHOW WINDOW in every possible way. He will be the eastern manager of the publication with offices in the Woolworth Building, Suite 1520, New York City, where he will welcome display men and merchants seeking information on any matters pertaining to store display, equipment and operation.

Mr. Bugg is secretary of the International Association of Display Men, having been elected to that office at the convention of that successful organization held in New York last month.



War Time Advertising

UNDER the heading, "War Time Advertising," the San Jose, California, Mercury-Herald prints the following:

"Advertising in journals and other periodical publications has developed in England and the United States into a necessary and potent factor in the conduct of trade, and practically of all institutions dependent for their financial success upon the patronage of the public. The writing and construction of advertising, pictorial and otherwise, is a distinct profession and may be called an art. Advertising methods include the results of ingenuity and mental and mechanical invention, and when one attempts a comprehensive view of the thousand

and one device and written efforts utilized at the present time by progressive business men and manufacturers, one finds it an almost endless view. It was not, however, until the beginning of the international strife now absorbing the interests of the civilized world that advertising was ever elevated from the plane of practicality to the field of patriotic endeavor. It has been clothed with a new dignity and in a rarer atmosphere has proved its efficiency.

"Advertising, which embraces all forms of publicity, has been freely resorted to by the Entente Powers and the United States in stimulating a public spirit of sacrifice and devotion and a personal acquiescence in the military and naval demands of the hour. The United States and its allies promulgate rules and instructions for general observance through national bureaus of advertising. The methods of Germany are too secretive for advertising its war conduct, but it has appropriated to its own purposes the underlying principles of publicity and applied them to propaganda. Moreover, Germany does not rely or attempt to rely upon printed or pictured page for personal and general participation in the war; these, with all public expression of opinion, are, generally speaking, enforced at the point of the bayonet. "Initiative" and "voluntary" are terms unknown to Germany's war lexicon.

"The national libraries of the United States and England, including Canada and Australia—of France, Belgium and Italy, will contain at some future time collections of the war posters used by these countries for awakening their peoples to a proper comprehension of urgent national needs. These remarkable souvenirs will express the highest form advertising has ever attained."



Display Men's Service Flag

WE are grateful to the National Cash Register Company, Dayton, Ohio, and to the members of its Display Department for a beautiful service flag, each star of which signifies some member of the display profession now enlisted in some branch of Uncle Sam's fighting machinery. This flag, which we appreciate highly, is now hanging in a conspicuous place in the entrance to the offices of the Merchants Record and Show Window, the Official Organ of the International Association of Display Men.

It is with pleasure we reproduce below a letter from the Display Department of the National Cash Register Company:

The Merchants Record & Show Window,
431 South Dearborn Street,
Chicago, Illinois.

Gentlemen:—

We, the undersigned, who represent the Display Department of the National Cash Register Com-

pany, are forwarding to you by parcel post, insured, a service flag with a star in it representing each and every display man of our worthy profession who is now in the service for a most worthy cause.

We hope that this flag may adorn the office of our official organ and be in view of all visitors.

This is done with equal pleasure to all members of the International Association of Display Men, as well as ourselves.

Yours very truly,

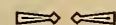
O. W. Lambertson.

A. D. Farrell.

L. F. Dittmar.

Louis F. D'Antremont.

R. C. Nash.



SPEAKING of advertising during the present crisis, Harry Gordon Selfridge, the well known London merchant, says:

"The business man who fails to realize that right now—in wartime—he should drive ahead with his advertising at greater speed than ever before has overlooked a golden opportunity. At no time in the history of our business here has advertising paid such large returns as right now. My only regret is that I can't buy more space."



Our Monthly Prize Contest

THE MERCHANTS RECORD AND SHOW WINDOW awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1918 have been made as follows:

Albert Gregory, Sidney, Australia.

Henry A. Remillard, Holyoke, Mass.

C. R. Morgenthaler, Joplin, Mo.

E. F. Gillen, Syracuse, New York.

V. L. Carson, San Antonio, Tex.

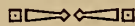
Leslie D. Slack, Bloomington, Ill.

Clement Kieffer, Jr., Buffalo, N. Y.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

OUT in the northern environs of this hamlet I have a war garden.

There's nothing out of the ordinary in that, but when upon my arrival home one evening I was handed a government bulletin dealing with the canning of vegetables and asked, "What does that mean?" I said, after I read the thing, "I can't see why the person who writes a book doesn't use language we can understand".

And judging from the letters I receive about books on card-writing, every man who has ever bought one seems not to have received what he expected. Recently two requests from readers have dealt with the subject of alphabets for jewelers, and others have said they did not seem to find practical alphabets.

Today, conditions as to help are gradually getting worse, and knowing how hard it is to get letterers in this city, I am going to start off with a short series of lessons on brush lettering for beginners—men past draft age trying to make signs, and high school and other youths just entering the game.

With all deference to the men who are advising us not to make gifts this Christmas, the fact remains that if those who are too old to "go across" must "come across" for war stamps and bonds, we must continue somewhere near our normal channels. To the card-writers scattered throughout our land who are exempt or past military age, the suggestion is made that if you can aid a beginner by help or information of any kind that will help him in the holding of a brush or any other thing, do it, and do it gladly. He in turn is trying to help some firm out who has probably sent a valued youth to the colors—and cardwriting is hard for many.

If you are sure that you know how to hold a brush you cannot do, a raw beginner a greater service than showing him the "swing of a brush."

In all the years I've written cards, I have never kept a "trick" or bit of information "behind my ears," except two things, viz.: that Soennecken pens were not made in Germany, and how to make a gold ink.

abcdefghijklmnopqrstuvwxyz
123456789

Display Men Wanted

Demand for capable men exceeds the supply. Work is easy, fascinating, with handsome pay—\$25 to \$40 per week in smaller places; \$50 to \$75 in larger places. Over 9,000 graduates from our combined schools. Koester methods of Draping have become standard. Many merchants want only men and women with Koester training.

Only a Few Weeks Required

We train you in all branches of this work in the largest and oldest school of its kind in the world. Complete stock of all lines of goods. Everything in fixtures. 10 big complete show windows for students' practice and training.

Complete course in Cardwriting and Retail Advertising can be taken at the same time, or can be studied by mail.

Special Employment Department.

FREE CATALOGUE

A helpful and inspiring book that shows and tells of the work of hundreds of Koester graduates. Beautiful! Interesting! Valuable! Send for it.

The Koester School

with which is consolidated

THE ECONOMIST
TRAINING SCHOOL

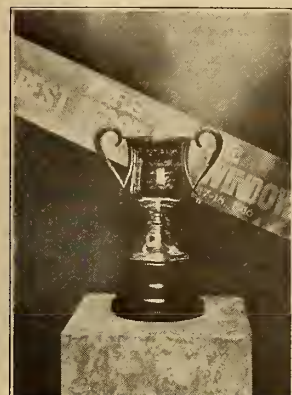
314 South Franklin St.
CHICAGO



Mr. H. E. Herrold, Charleston, S. C.



First Prize for Best Window Display in Charleston Contest, 1915.



First Prize for Best Window Display in Charleston Contest, 1916.

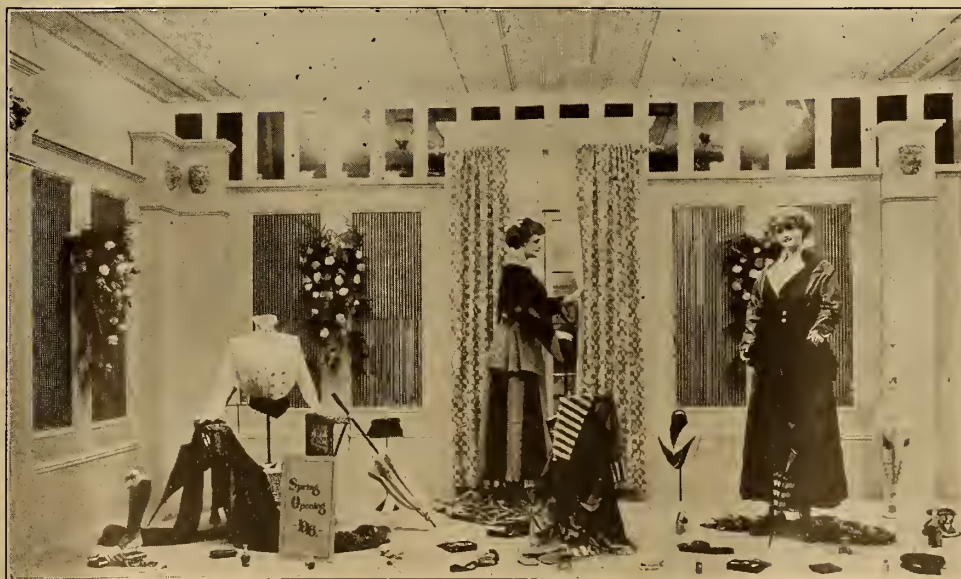
Two Times Winner

Mr. H. E. Herrold of Charleston, S. C., had the distinction of winning the Grand Prize two years in succession in an Annual Window Display Contest held in Charleston to interest the community in better advertising through the show windows.

Mr. Herrold gives much of the credit for his winning this unusual honor to the instruction and training which he received in the Koester School.

The difference between display men with Koester training and those without, is the difference between success and failure.

KOESTER TRAINING WILL MEAN ASSURED SUCCESS



Mr. Herrold's Prize Winning Display of 1916.

abcdefghijklmnopqrstuvwxyz 12345
 ABCDEFGH I J K L M N O P Q
 R S T U V W X Y Z & 6 7 8 9 0 \$ %

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Z & \$ % ? abcdefghijklmnopqrstuvwxyz

When you look at the work appearing here this month, if you don't like it—blame it on the war.

Before getting down to brush work, I desire to call your attention to the two small alphabets. These were engraved the same size as original copies. The first was made with a three-and-one-half text pen, the second with a 536 M, D. Leonardt & Co. ball point.

Now, granting that every one cannot use the text pen, a man who can use a lead pencil can use the ball point, and be it also remembered it is easier to use text pens numbers three-and-one-half to five for small lettering than it is to use the larger sizes for large lettering.

For these pens use India ink in black, as they consume but little. Thin opaque in colors for text pen, but do not attempt to use opaque on ball point.

For the benefit of jeweler readers, the two tickets are printed from a cut made from a hand lettered card. The prices on the pawn card are made with music pen; on the other, a four text pen was used for weight of stone; a two text pen for price.

The brush used on the strokes and knock-out alphabet was a seven rigger, hair, eleven-sixteenths of an inch long.

Good brush work can be best made standing; that

is why men who work all day generally have a work bench for standing position and use a high stool to sit down when tired standing.

Pen lettering is always best made sitting down. The desk or bench should always have a sloping top—it should never be flat.

If a common kitchen table is used, put blocks under back legs, thickness of blocks about three inches.

The one thing that keeps beginners back in brush lettering is the fear of a brush. Go into a Chinese laundry and see Sam write his laundry checks out and you will see a past master at brush swinging.

The next thing that kills progress is *holding the brush too low*; that is, *letting the handle drop down to or below the knuckle*. The best brush lettering is nearly always done with the brush held easily in the hand and handle almost perpendicular.

As long as the hairs in a brush are not twisted or made to twist by the stroke you will get results; when they do, the results will be lacking.

Take, for example, a Number 6 rigger, or if a square end letterer, a Number 1 or 2. Charge same by dipping in color and working out on paper a little.

(To be continued in September issue)

Genuine Diamonds
 Out of Pawn

Regular Price
 \$90⁰⁰ \$65.

La Tosca Pearls
 \$12⁰⁰

Solid Gold
 \$2⁰⁰

Sterling
 98¢

Genuine Diamonds
 One-Half
 Regular Value

Steel Blue ³/₄ Kt

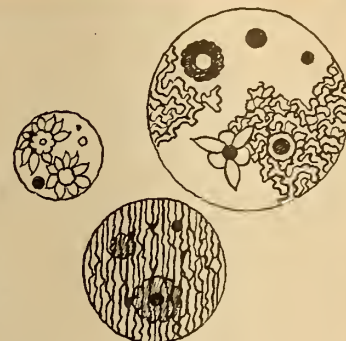
Now \$120.



No. 3—The above Flower Urn is made of papier mache, very beautiful for window decorations. Size 16 inches diameter by 7 inches high. Price, each, net **\$2.50**



There is no limit to the number of places where these chic, interesting and unusual heads will work into your displays. They can be used on ledges, in the windows, on the counters and in innumerable other places. They are life size, 17 to 21 inches high. We have eight, all different. Each **\$1.00**



The above decorative disks are made of 1/8-inch composition board and are hand painted with various colors and in different designs.

Use them in making up your decorative backgrounds.

Size 3 "	diameter.....	\$0.08 each
Size 3 "	diameter.....	.12 each
Size 10 "	diameter.....	.25 each
Size 14 "	diameter.....	.35 each
Size 20 "	diameter.....	.75 each
Size 23 1/2 "	diameter.....	1.00 each



No. 1001 No. 1002 No. 1003
Figures with moveable arms for draping dress goods



FLOWER BOX

No. 27—The brilliant colorings in these flowers are irresistible and there is no limit to the number of places where this cut out will add zest to the display. Size 33x16 inches. Each..... **\$2.00**



Vase—No. 85

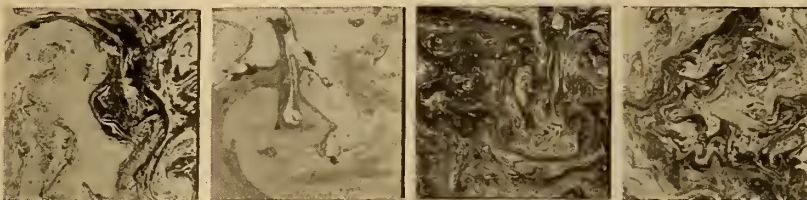
Three of our new cut outs that we offer for the display of piece goods. The attractive, interesting lines of these figures lend themselves admirably to drapes of silks, dress goods, wash fabrics and accessories. They permit the trimmer to exercise his talents in innumerable ways and the cost is amazingly low. Above shows how cut outs can be supported with your own fixtures. Height about 5 feet, 8 inches. Each..... **\$5.00**

No. 85—The body tone is a rich blue and the flowers are worked out in rich pastel tints. Height 66 in. Each..... **\$8.00**

No. 86—The lines are graceful and effective and the coloring is in perfect harmony. Height 66 in. Each..... **\$8.00**

No. 720—Weeping Willow tree, worked out in advanced art and in two colors that are both unusual and attractive. Height 60 inches. Each..... **\$10.00**

No. 721—Bird House; a truly wonderful blending of colors. The pendants are our new Upson discs and ornaments. Height 72 inches. Each..... **\$10.00**



FLOOR BLOCKS IN ONYX AND MARBLE EFFECTS

No. 33—Marble and onyx floor blocks. Size 12x12 inches. The edges are beveled and there are no two alike. Some of our customers ask for half lighted and half dark when ordering to get a pleasing effect when blocks are laid. When ordering tell us the predominating color you expect to use. For floor covering for show windows our line of floor blocks are very durable, as they are painted on the back and not affected by moisture and atmospheric conditions. Price, per hundred..... **\$12.50**

Do not fail to visit our Show Rooms and Studio when in Chicago



Vase—No. 86

The BODINE-SPANJER ©

Designers and Manufacturers of Decorative Backgrounds for Show Windows

1160 Chatham Court, Chicago, Ill.

PHONE, DIVERSEY 2585



No. 720



No. 721

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north; get off at Division St. and walk 1 block west to Chatham Ct.



Background Suggestion No. 11

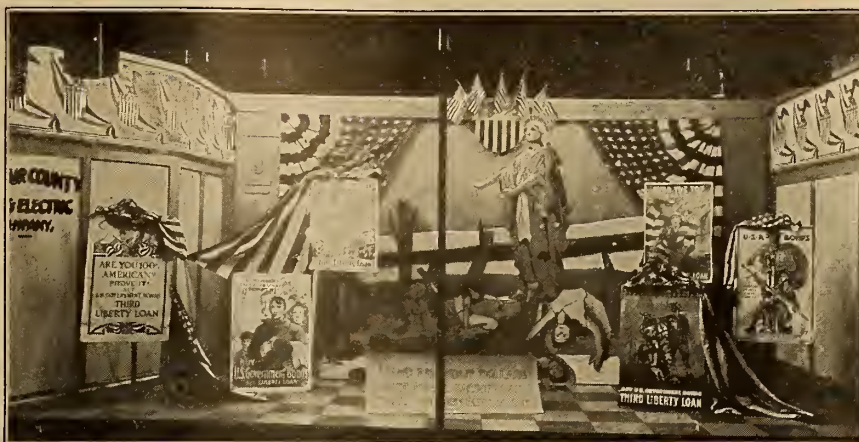
The design on front cover of this issue typifies the harvest with its abundant treasure of fruits, produce, etc.

This theme upon which to construct our design is at the present time in line with the patriotic movement to raise more produce. The acreage this year throughout the United States has been great, and nature has been kind to such an extent that our harvest will be a record breaker. We will pay homage to our people who put forth every effort to give us this abundant harvest and shall strive to show our appreciation by the character of our

design. Display Men throughout our country can do much to stimulate the idea.

For a painting on this order a setting or frame can be constructed on lines as shown on floor plan. The distant hills and trees to be painted on canvas. The vase to be in bass relief and filled with foliage, fruits and produce. The foliage, fruits, etc., can be furnished by firms supplying artificial flowers, and a very effective and timely decoration can be made by following this theme.

EZY-BILT



EZY-BILT

Otto S. Lasche Used EZY-BILT to Make This Display

DISPLAY MEN RECOMMEND

East St. Louis, Ill.
July 5th, 1918

The Hunt-Crawford Co.
Coshocton, Ohio

Gentlemen:

Enclosed please find photographs made of window displays in which EZY-BILT Board played an important part.

In the Liberty Loan display I used the board for the cut-outs and the back columns. Liberty with her arms outstretched is pleading for your dollars. At her feet are human sacrifices of the war. The card read: "Lend me your dollars that these sacrifices shall not have been in vain."

Our June Bride display was another proof of the efficiency of your wall board. The color scheme in this display was worked out in a medium green, blue and silver. The little flowers along the top panel are pale pink and the whole thing was very pleasing.

I can only say that I have your board on hand all the time as I know it works out very effectively and easy, which means it is a time saver. I think every display man should make himself acquainted with EZY-BILT.

Hoping that my display will please, I am

Yours very truly,
OTTO S. LASCHE



SPECIAL INTRODUCTORY OFFER

This offer is for our two new sizes as follows:

14 sheets, size 36x48 in.—\$5.00
11 sheets, size 36x60 in.—\$5.00

Order one of these packages today and give EZY-BILT a trial.

Get Your EZY-BILT Window Board Today for Your FALL OPENING DISPLAYS

This is the only board of its kind made totally different than the common types of building board. EZY-BILT was designed exclusively for use in Show Windows—made so that it can be cut quickly and easily with a knife—made light in weight and non-warping and non-sagging. EZY-BILT Window Board saves lumber, nails and construction work. It has the advantage of being ready to use—and both sides are usable. EZY-BILT Window Board costs less than any other board, thus effecting worthwhile economy. Our Special Introductory offer gives you a generous stock of EZY-Bilt Window Board in most practical sizes at the low price of \$5.00. Get our Window Display Book—written by one of the most expert Window Display Men in the country. It is free. Write for it.

THE HUNT-CRAWFORD COMPANY

COSHOCTON, OHIO

EZY-BILT



EZY-BILT

EZY-BILT Made Possible This Display by Otto S. Lasche



Notes from New York

Eastern men pleased with I. A. D. M. convention—Display managers' assistants register with Federal Labor Bureau—Patriotic services at Best's—War has not dampened ardor of silk trade—August furniture sales have early start—New store for Orkins.



By F. F. Purdy

EVERYONE expresses great satisfaction with the I. A. D. M. convention and its results. The fixture and flower manufacturers say that both at their exhibits and at their own sales-rooms they booked a very gratifying volume of business, more than ever before at any convention, some of them state. Their displays were notably effective and attractive. The success of F. Johansen, display manager for A. Holthausen, Union Hill, N. J., was the subject of much remark, as he got away with 17 first prizes, a gold medal, the championship cup and some six or seven ribbons. We do not hear much of Union Hill as a New York suburb, but the Holthausen store is known as a progressive establishment, of good size, with a fine front, which is cultivated up to the handle by Mr. Johansen, who has thus scored the largest number of points ever secured by a winner at a past convention. Considering the strenuous war conditions, furthermore, satisfaction is expressed at the attendance, which is looked upon as excellent. The banquet and cabaret were generally spoken of as the best ever presented at any convention of the organization. The presentation, on behalf of the association, of a gold watch to the retiring President Harry W. Hoile by Past President E. J. Berg and of a traveling bag to retiring Secretary P. W. Hunsicker by Secretary Bugg were regarded with universal approval.

The convention brought many to New York to renew old acquaintance. There was Walter F. Alpert, though he did not know the date of it. He happened to be here and met a friend at the hotel who told him of it. He spent a couple of hours at one session and was at the dinner. He is at work for the Government now in the Shipping Board. Then there was Jack Richter, of Younker Brothers, Des Moines, who had been on an Eastern trip and spent ten days at Atlantic City, accompanied by Mrs. Richter, and they came up to the convention and banquet. Des Moines is a long way from Broadway, but both are well pleased with conditions in Iowa and the Western spirit. Charlie Wendel was on from Detroit, and is evidently thor-

oughly acclimated into the spirit and genius of the automobile city. William Tischman, now of Hahne's, Newark; Jack Cronin, of Bamberger's; and Mr. Hibscher, of Plaut's, represented near-by Newark, Mr. Cronin being elected to the Executive Board. William J. Buswell, of the Scranton (Pa.) Dry Goods Co., was on with his wife and little girl.

Baltimore was represented, among others, by Al. Barker, of Hothschild, Kohn & Co., who was formerly of Providence, and had to go on there Wednesday, without staying to the banquet, accompanied by his wife. Davy Jones, a former New Yorker, of the Hub, was another Baltimorean, "with the same old smile," as the boys all said, and as usual the advance arranger and promoter of the comfort of the Baltimore boys when they fare forth far. J. P. Northrop, formerly of Macy's, but now ad-man and display manager for Tepper Brothers, Elmira, N. Y., was another former New Yorker in attendance.

New York Men Enjoy Vacations

Some of our display managers have returned from their vacations and others are going. Dean Frankenthal returned early in August from a three weeks' vacation, spent at Mount Pleasant in the Catskills with Mrs. Frankenthal. His chief assistant, and generalissimo of location of the fixtures and departments at Altman's, Sam. Ellis, upon Mr. Frankenthal's return, betook himself to Maine, where he is still rusticated. W. F. Brink, of Saks & Co., returned the latter part of July from his vacation spent in West Virginia. J. R. Trehwella, of Best & Co., takes his vacation about August 10, going then with Troop A of Jersey City to the State military camp at Seagirt. Mr. Trehwella is an erstwhile corporal, but has gone higher. We understand that he is now supply sergeant, and might thus be able to furnish a horse or two to militarily ambitious display managers who want to go along. At the same time he takes no responsibility for results to those not accustomed to riding.

Harry Bird, of John Wanamaker, spent a week



WASHABLE
ADJUSTABLE
INTERCHANGEABLE



A "Regular" Man's Figure
Stands Like a Man
Looks Like a Man

Clothing Fits Without Padding. Hands Can
Be Adjusted to Several Natural Positions

Write for Description and Price

IRWIN G. CULVER CO., Inc.
Wax Figures and Enamel Forms
60 East Eighth Street New York City



A MATTER DEMANDING CAREFUL STUDY AND PROMPT ACTION

Just as the farmer is today being taught to intensively cultivate his land, so must the retailer be shown how to intensively cultivate every inch of advertising space for which he is paying.

Newspaper space is costing more today than ever before. Moreover, the cost of producing a good newspaper is increasing regularly; and it is only logical to expect further increase in the cost of space.

Is YOUR advertising bringing results commensurate with its increased cost? Is it serving its double function of (1) producing immediate returns and (2) developing good-will and prestige for your store?

Unless your advertising is carefully and seriously STUDIED, you are NOT getting the best results: Haphazard, slipshod advertising is a more and more costly speculation, ESPECIALLY for the store that has LIVE competition to meet!

Does a Newspaper Page Mean Merely Seven or Eight Columns of Space—or Can You Visualize the Results It Can Be Made to Bring—the Genuine, Definite, Desirable Business It Will Produce for You if Rightly Employed?

The tremendous power of GOOD advertising is greater than ever. Witness the phenomenal success of the great Liberty Loan drives, the Red Cross Campaign, War Saving Stamps Sales, etc. The Government has learned to CULTIVATE newspaper space—and the results speak for themselves!

THE ECONOMY SERVICE

would appreciate an opportunity of submitting to you a proposition that will help you cultivate your advertising space to best advantage. Illustrations, "copy," layouts, sales-campaigns and plans are a few of the important features of our service.

The service we offer is NOT new. We have been supplying it regularly for the past 15 years to hundreds of merchants. But it has recently been improved, many new features have been added, and it has now attained so high a point of real value that no retail merchant can afford to overlook it.

It is given EXCLUSIVELY to one merchant in a town. If you are not already using it to intensively cultivate your advertising space, send the following coupon so that we may explain it to you.

The Economy Service
231 West 39 St. New York

We are interested in securing greater results from our advertising. Without any expense or obligation to us, tell us how you can help us do this.

(M)

away on an automobile trip up the State the middle of July. Mr. Benjamin, of Oppenheim, Collins & Co., had his vacation the last fortnight of July. Mr. Boustead, of Bedell's, made a trip through the St. Lawrence and the great lakes with his wife and family during July. Mr. Katz, of Abraham & Straus, Brooklyn, takes his outing in August, spending most of it at his summer home at Rockaway, where there is a fine colony of Brooklynites.

Beckerman to Camp Devens

One by one the young assistants of display managers get into the army and navy. Sol. Beckerman, who was for three years with James McCreery & Co., and later with Hearn, is now at Camp Devens, Mass., and getting along finely. Young assistants in the draft age are inquiring whether they come in the "work or fight" category. The heads of the houses where many of them are employed are having them register with the Federal Labor Bureau, as a precautionary measure. They are not specifically mentioned in the official regulations, but the impression quite widely prevails that they will not finally come within the classification, like clerks in retail stores.

Patriotic Service at Best's

Best & Co., by the way, start off the day, like several of our houses do, with a patriotic service, that on Tuesday and Thursday being of special interest, the songs being under the leadership of Prof. L. Camilieri, director of the People's Liberty Chorus. All hands gather at rear of store, facing balcony, and the flag is raised there, accompanied by the usual salute to the flag. At each of these little services there is a four-minute speaker from the store, sometimes a member of the firm or official, or one of the bright girls, or even one of the colored elevator boys.

Lord & Taylor came out with an exceptionally timely window, at the corner of 38th street, the day after Major Mitchel's funeral, which was a most notable function, accompanied by a score of aeroplanes that flew over the line of march and the cortege, which included Col. Roosevelt and Cleveland H. Dodge, Col. House and Governor Whitman among the mourners on foot. That small corner window showed a bust of the late mayor, also the projected "Aviation monument and Mitchel memorial" for the erection of which the New York World has started a fund which is being promoted by most of the New York daily papers in a broad-minded spirit without a bit of stand-off on account of it being started by the World. The exhibit attracted a great deal of attention and constant throngs awaited their turn to get near enough to get a fair view of it.

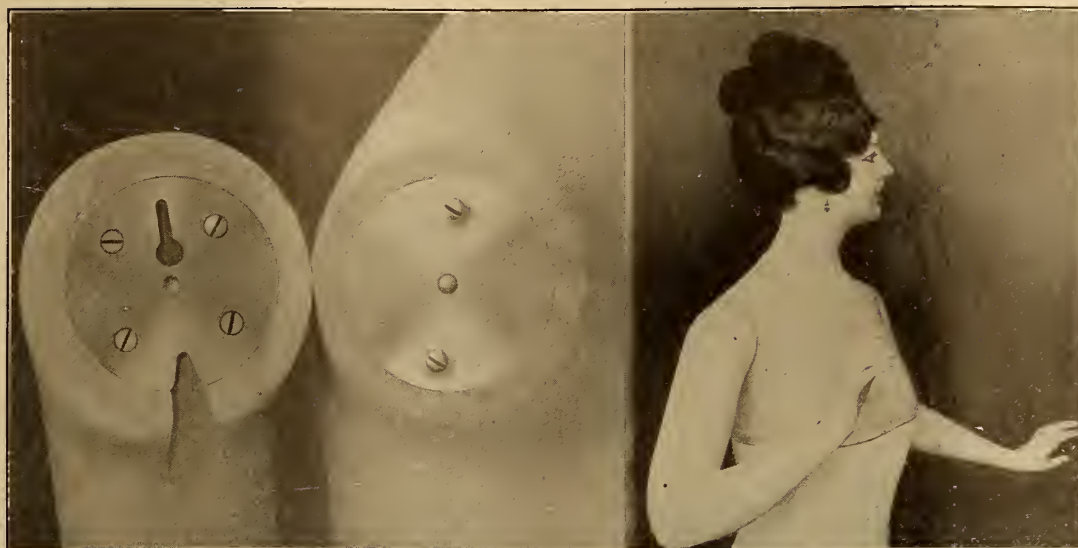
The war has not apparently dampened the ardor of the silk trade in producing fine new things for fall costumes. Beautiful new brocades and tinsel effects are shown, and tinsel will be strong for fall. For suits, serges and broadcloths are displayed with handsome and dignified embroidered borders. In millinery we shall doubtless see a lot of velvet used with embroidery. There will also apparently be a good deal of beaded and gold and silver lace used for next season.

Furniture Sales Now On

The August furniture sale is a fixture, and in past years some of the department stores started their sales a fortnight or more ahead, back in July. Wanamaker's, where the August sale started thirty years ago, always has stuck strongly to August only. This year, however, on account of the many thousands of munition workers and ship workers and other government employees who have come to metropolitan territory, Wanamaker's began this sale June 22, to go right through to the last of August. Many of the other department stores followed a similar policy. All the August furniture sales are now on. The regular July clearance sales were not as important as usual this year on account of the scarcity of merchandise to put on sale.

Orkins to Have New Store

Work will now be started any day on the new Orkins store on the same site on 34th street, which will have a frontage of 50 feet, twice as much as at present. The business will be moved temporarily to a location in 35th street for some three months while work is going on, and it will be finished, it is anticipated, late in the fall. Richard Dougherty, display manager, is enthusiastic over the new plans, which include two entrances, with arcade connecting them inside, leaving an "island window," thus complying with the progressive new idea of having a big showing of the stock which really serves the purpose of having the passing throngs going through the store, holding up to view a great assortment with perfect freedom and without obligation. There will be a second story of windows above the first, where five windows with full glass fronts are open to the gaze of the passers-by. They are to be surrounded in a beautiful setting of onyx marble. The background of the main windows will be entirely in the Adam period, as well as the interior of the store, a chaste, classic design of high artistic merit. The parquet floor of the lower windows will be of American walnut, with 18-inch border of rosewood. When arrangements are completed Mr. Dougherty says he will be glad to show one of the finest fronts in New York to all his friends.



Arm and Shoulder Plates

Arms Adjusted

ATTACHMENT FOR WAX ARMS

As simple as lock and key (note plates). Arm-plate (on left) is stationary, shoulder-plate (on right) is rotary. Arm turns completely around with safety. Plate on shoulder has steel tension ball, which engages in hole in center of arm plate and gives additional security—release only under pressure. Note perfect adjustment of arm at shoulder of wax figure.

J. R. PALMENBERG'S SONS, INC.

63-65 West 36th Street

NEW YORK

PALMENBERG
Est. 1852

NORWICH
Est. 1879

KINDLIMANN
Est. 1889



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 alphabets, 32 sets of numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

Merchants Record Co.

Book Dept.

431 S. Dearborn St., Chicago

Collection of Some of Latest Displays of Clothing and Haberdashery



There has just been published a most valuable book for the displayman handling men's lines. Here is shown the work of many of the best men in the business in every part of the country, including trims in The Haberdasher's National Championship for 1916 shown. Any one of hundreds of ideas worth more than the price of the book. Should be in the "library" of every displayman.

"THE HABERDASHER"

National Championship Displays of Clothing and Haberdashery

DESCRIPTION OF BOOK

This is a big book—112 pages, 9½x12 inches—122 half-tone illustrations of complete window and unit trims—30 pages of background suggestions, for each month in the year—346 texts for show cards—3 color charts, individual color chart—complete list of college colors, printed on extra fine paper.

PRICE \$1.00 PREPAID

Please remit with order

The Merchants Record Co.

431 So. Dearborn Street

Chicago, Illinois

Who's Who in the Profession

JOHN E. HANCOCK entered the profession of display advertising fourteen years ago, taking charge of the windows and clerking in a small store in Ohio, and has been unusually successful since assuming his first position. In the space of fourteen years he has worked for but three firms and is at this time and has been for the past nine years display manager for Schwabe & May, Charleston, W. Va.

Though Mr. Hancock has made a specialty of displaying high class men's apparel, he is also recognized



JOHN E. HANCOCK.

as an expert in arranging store equipment. He designed and superintended the installation of the cabinet system now so popular in the Schwabe & May store. He also designed the beautiful and spacious new front of this same store, converting the old front of thirty-three feet of window space to a front of one hundred and five feet.

He is the possessor of a large collection of medals and ribbons won in various contests, and also has captured many cash prizes. Of recent years he has not participated in many contests but has urged his associates in Charleston and vicinity to enter the various competitions and what these men are doing was clearly demonstrated at the recent I. A. D. M. convention when two Charleston men captured the Grand Prize, bringing the beautiful trophy to Mr. Hancock's city and the temporary property of the local association of which he is the leading influence.

Mr. Hancock's value to the profession in general and to the I. A. D. M. in particular cannot truly be estimated, but one may have some idea when he considers the important positions and offices entrusted to

Mr. Hancock's care by the members of the International Association of Display Men. He has been elevated in office each year, last year being chairman of the Executive Committee. At the convention just closed much pressure was brought into play to secure his consent to be a candidate for president but he declined on the grounds that Mr. Pierce represented a larger store and a larger city.

Mr. Hancock is popular at home and abroad and likes nothing better than hard work. Should we attempt to poll an I. A. D. M. convention for its choice of an all-round representative, a safe prediction would be that J. E. Hancock's name would be high up in the standing.



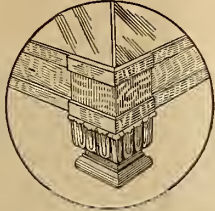
LIKE the other Charleston, Va., display men we have met, Homer H. Seay of the Walker Dry Goods Company, is a man the profession and I. A. D. M. should be glad to claim as one of their members. He was born in "Ole Virginy" and received his first ex-



HOMER H. SEAY.

perience in window display while employed in his father's furniture store at Buena Vista, Va. His ability in the then new profession was immediately recognized and he soon became the display manager and card writer for all the stores of that village.

Mr. Seay did not linger long in Buena Vista before taking a position at Chester, Pa., where he remained three years. From this position he went to one of the big Philadelphia stores located on Market street. A tempting offer took him to Lawrenceville, Va., which position he later resigned to accept the display man-



FROM TOP TO BOTTOM— a work of art

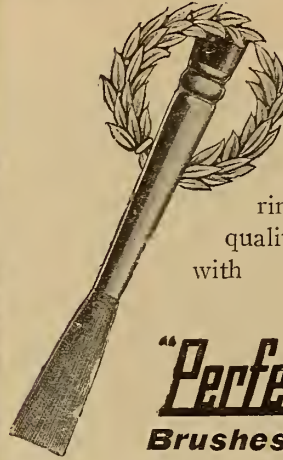
If you would make a careful inspection of "Silent Salesman" display cases you would not hesitate to enthuse over their finish—their completeness. Every detail, from top to bottom, reflects the handwork of true craftsmen. For 29 years we have worked to maintain that high standard of quality that fairly "sticks out" all over our cases. Big production has made it possible to build even a better product. Case No. 421, shown here, is one of a very complete line with a wide range in styles, prices and quality, and we would like to send you catalog. It will interest you even though you may not contemplate buying any new cases this season. A card will bring catalog.

Silent Salesman
TRADE MARK

DETROIT SHOW CASE CO.
462 Fort St., W.
DETROIT MICHIGAN



Case No. 421



"PUNCH"

Put "Punch" in
your cards this Fall
—make your windows
ring with snap and high
quality. Be prepared EARLY
with

"Perfect Stroke"

Brushes and Supplies

and your work will reflect the artistry of
an expert. The line is used by thou-
sands of card writers and sign painters—
the brushes are famous for their clean-
cut, evenly balanced strokes that are as
uniform as they are neat.

Put your work on a "Perfect Stroke"
basis this Fall. Drop a line today for
Catalog M-8, and learn why.

—Bert L. Daily—
Advertisers Bldg. Dayton, O.



FELDMAN'S HUMANIZED WAX FIGURES as displayed at the I. A. D. M. Convention in New York

Send for
Photographs

FELDMAN FIXTURE CO.
24 W. 30th St. New York

Call at Our
Show Rooms

ager's post at the Walker Dry Goods Co. Mr. Seay is now Publicity Manager of this concern.

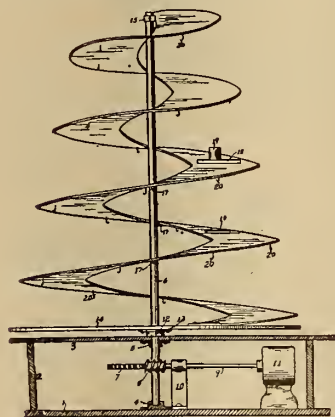
He served with the Publicity Committee of the Third Liberty Loan, having the distinction of being the only display man on this committee, and has been appointed chairman of the Federal district, consisting of Maryland, Virginia, West Virginia, and North Carolina, for the promotion of publicity for the Fourth Liberty Loan and W. S. S. campaigns. At the recent I. A. D. M. Convention Mr. Seay captured three silver medals, four bronze medals, six blue ribbons, three red and two yellow, or a total of 240 points. In addition to these honors, he contributed the majority of the points which brought the Grand Prize, a beautiful silver loving cup, to Charleston.

Mr. Seay's work is attracting wide attention and he is recognized as one of the leaders of the profession. Like his close friend, J. E. Hancock, he is extremely popular with all who are acquainted with him. He is a keen student of window publicity and all merchandising problems. In a few words he is a mighty valuable man to his employer.

New Patents

Display Rack

1,268,245. ALBERT HOILAND, Fargo, N. D. Filed June 13, 1917. Serial No. 174,637. Patented May 28, 1918.



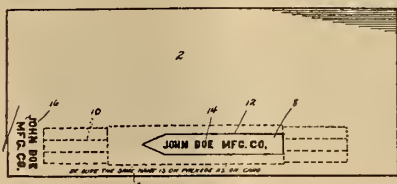
1. A display rack consisting of a rotatable mast, a spiral-shaped shelf arranged about and secured to the mast, and means for rotating the mast.

2. A display rack consisting of a rotatable mast, a spiral-shaped shelf arranged about and secured to the mast, and means for rotating the mast, said spiral shelf having its upper side provided with radial cleats.

Display Card

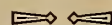
1,268,170. SHELBY C. SPARKS, Kansas City, Mo. Filed Mar. 17, 1917. Serial No. 155,565. Patented June 4, 1918.

1. An article-holding display card comprising, in combination, a card, an article provided with a printed device adapted to be attached to said card, said card having a



portion thereof slit to form a finger for engagement with said printed device to support said article on one face of the card, said slit portion also forming a window whereby the printed matter on said device is displayed upon the opposite face of the card.

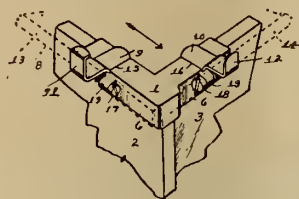
2. An article-holding display card comprising, in combination, a card, an article provided with a pointed device adapted to be attached to said card, said card having a portion thereof slit to form a pointed finger for engagement with said printed device to support said article on one face of the card, said slit portion also forming a window in the form of a pointer or index through which the printed matter on said device is displayed upon the opposite face of the card, said opposite face of the card having printed matter in line with the pointer or index formed by said window in convenient position for comparison with the printed matter on said device.



Connecting Piece

1,269,836. EDMUND MORRIS, Grand Rapids, Mich., assignor to Wilmarth Show Case Company, Grand Rapids, Mich., a Corporation of Michigan. Filed Sept. 4, 1917. Serial No. 189,490. Patented June 18, 1918.

1. In a connecting piece for three walls, of the character described; a body portion having two angularly disposed pairs of parallel flanges, each pair being adapted to receive and hold an edge of one of said walls, the body portion having also slide bearings split longitudinally, where said bearings are adapted to be clampingly sprung on the slide members hereinafter named; slide members in said bearings adapted to adjustably hold angularly disposed edges respectively of the third wall; and means for springing said bearings clampingly on said members to secure them in their adjusted positions.



2. In a connecting piece for walls, of the character described; a body portion having means for holding one said wall, and having also a springingly compressible slide bearing; a slide member in said bearing and adapted to adjustably hold an edge of another wall; and means for springingly compressing said bearing clampingly on said member to secure it in its adjusted position.

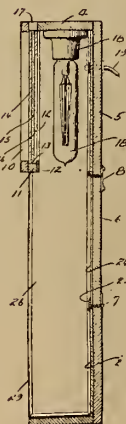
3. In a connecting piece for walls, of the character described; a body portion having means for holding one said wall, and having also a slide bearing split longitudinally whereby it is adapted to be clampingly compressed on the slide member hereinafter named; a slide member in said bearing adapted to adjustably hold an edge of another wall; and screw clamping means adapted to compress said bearing to secure said member in its adjusted position.



Display Cabinet

1,266,457. BUTLER F. GREER, San Francisco, Cal. Filed May 17, 1916. Serial No. 98,193. Patented May 14, 1918.

1. A cabinet of the character described comprising a body portion having a back wall, side walls and top and bottom walls, a relatively short front panel depending from said top wall, said panel having an opening therein, a transparent sign covering said opening, a normally opaque mirror covering the outer face of said sign and capable of being rendered transparent by light within the cabinet, mirrors attached to said side and back walls, a source of light depending from the top wall back of said sign, and means for intermittently illuminating said source of light.



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Immediate service assured for your Fall Opening. New ideas in Modern Art. Scenic backgrounds and artistic decoration for effective window display.



Series "A"-No. 102

Scenic background of newest design painted in Fall colorings affords a prominent display. Drawing plans furnished for decorative framework. Send window measurements.

PRICE

100 sq. ft. or over
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35c. per sq. ft.

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THE MODERN ART STUDIOS,

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CHICAGO, ILLINOIS.

SUMMER AND
FALL WINDOW
TRIMS REQUIRE SPECIAL
ATTENTION.
LESSEN THE WORK
BY USING

D. & S. NOVELTY DECORATIVES

MADE ESPECIALLY FOR
THIS PURPOSE.

Sample books showing our complete and novel line of Novelty Papers, Artificial Flowers, Baskets, Borders, Birds, etc., sent free upon request. DO IT BEFORE YOU FORGET IT. THEY'RE VALUABLE.

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Inc.

74 Duane Street,
NEW YORK
"Displaymen's
Headquarters"

Allies You Can Depend On—For Results

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE

With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00



USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
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They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

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16 ounces net weight. Price.....1.75
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It pays to purchase in large quantities, age will not affect materials.



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— of —

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From the President

THIS being the first edition since the convention, about all there is to report is that all those who attended the convention seem to agree that there was plenty to see, lots to learn from and scores of ideas for the observing man.

Would like to say at this time that I would be more than pleased at any time to hear from any of the members and have them suggest anything they have on their minds for the betterment of the Association.

If there is anything that you think could be improved on for the next convention, let us have it while it is fresh on your mind. Will be glad to file the suggestions and take them up when the proper time comes or refer them to the proper committee for action.

Very respectfully yours,

E. DUDLEY PIERCE,

President International Association of Display Men.



A Statement from the Secretary

I ACCEPTED the nomination and election of secretary with great reluctance and only after unanimous urging from those in attendance at the executive meeting. I believe that the honors of the association should be bestowed, so far as possible, upon men actually engaged in display work, but I realize the truth of the statement that the secretary requires office facilities which are available to very few display men.

It is hoped that the organization will some day be in a position to maintain a separate office in one of the large cities and to pay a salary large enough to obtain the entire services of a good man. When that time arrives, or when any display man is found who has the needed facilities, I will not be a candidate for re-election and will turn the office over without regret.

In the meantime, since I have been chosen to serve, I will fulfill the duties of the office with all

the ability and all the facilities at my command and will do everything possible to prove that the action of the association has been a wise one.

Mr. Hunsicker, the retiring secretary, has done good work for the organization and he merits the thanks of every one who has been interested in the progress of the organization.

D. B. BUGG, Secretary.



To My Friends the Display Men

I HAVE received so many expressions of regret at my leaving the office of Secretary, both personally and by letter that I want to take this opportunity to express to all the Display Men my sincerest thanks for these expressions of confidence and faith in me.

I wish also again to express my thanks for the handsome present given to me at the banquet which I realize is only a small token of your esteem of my efforts as your Secretary.

I have tried hard to merit your confidence and have done the best I could. I decided several months ago to give up the office. When Mr. Bugg was mentioned and I knew that he had already accepted a place on the MERCHANTS' RECORD AND SHOW WINDOW staff, I immediately saw where it would be a big advantage to have our Secretary's office in the same office with our Official Journal, and I asked for the loyal support of every member, not only for Mr. Bugg, the new Secretary, but for every officer from the President down to the last Committee.

By this co-operation and support of all our members, with the office of Secretary in the same office with the MERCHANTS' RECORD AND SHOW WINDOW, it will mean a decided advantage to all of us.

Let us all boost for new members. I have already secured several new members since the convention and I shall do my best to add many more during the coming year.

P. W. HUNSICKER.

Air Brush with pencil grip

WOLD

1918 Type "U"



(EXACT SIZE)

Here Is the Air Brush

That we started out more than twenty-five years ago to design. Now we offer perfection in simplicity of operation and performance. Hold the brush as you would a pen or pencil—just one downward movement of the first finger produces a fine line or a broad spray.

Write for Special Descriptive Circular

The WOLD AIR BRUSH MFG. COMPANY HAYMARKET THEATRE BLDG. Chicago

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A Full Life-Size Display Figure

FOR \$3.25 EACH



Just the figure for showing Summer Dresses and All One-Piece Gowns

A life size display stand for showing summer dresses, house dresses and one-piece gowns. Form may be adjusted to various heights and is furnished with extra 24-inch cross bar which converts the fixture into a draping stand when not in use as a dress model. We furnish an assortment of six different life size papier cutout-heads all beautiful American types, in both blond and brunette.

No. 320 Price, each . . \$3.50 net

No. 320A Without extra cross bar
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We Specialize in Garment
Department Fixtures.

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Samples sent free, of any floral designs, for comparison, to show that we can save you 20% to 30%, as we are manufacturers.

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Green, Red or Tan. Per 100 \$8.50

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Complete line of all decoratives. Let us know your wants.

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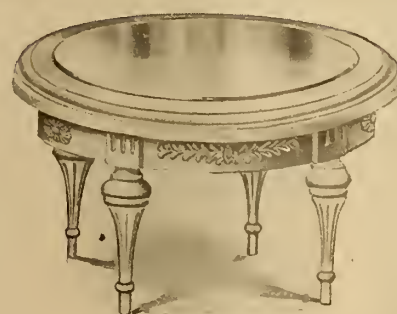
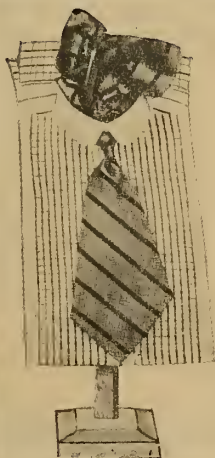
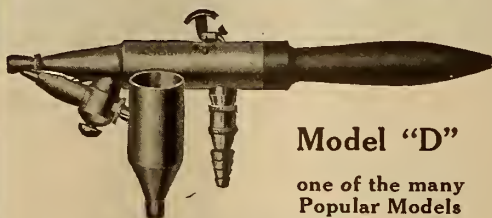


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Model "D"

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Popular Models

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Use Cup or Bottle.

Whenever a Paasche is brought into use they
pay big.

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Famous 3-in-1
AIR BRUSHES

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Used in preference to all others
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MOST DURABLE
EFFICIENT
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Results Speak for Themselves

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Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal*

Illustration shows actual
size of three smallest
widths made in six
sizes up to 5-8 in. wide.

Also made in Pure
Ox Hair, Pure Red
Sable Riggers, with
fine square points.

Special Brushes

For the Show Card
Writer, Coast Dry Colors
ready for use, add water
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Made thoroughly attractive and
legible by the use of

Strong's Supplies

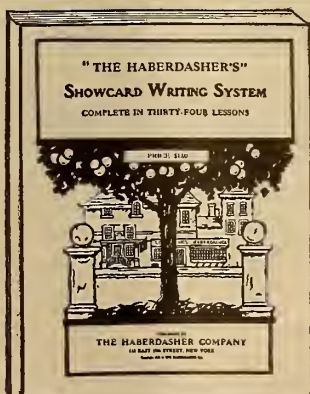
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of time-saving devices for all
kinds of sign and show-card
purposes.

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"Oldest and Largest School of Its Kind in the World"



"The Biggest Value in Instruction Books I Have Seen for a Long Time"

That is what a publisher of a trade paper for
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A. E. Hurst and C. J. Nowak, two of the best known show
card authorities of America. In 34 lessons the book covers
every phase of the subject of showcard writing for retail stores.
Specially valuable, because it contains all the latest ideas. Of help
to both the beginner and the man who wants to be up-to-the-minute.

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198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

Want, For Sale, Etc.

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WANTED—Window Decorators and Card Writers. We know of excellent positions open from time to time. Write us in confidence. Boyd System, Washington, D. C.

WANTED—An experienced Window Trimmer and Card Writer for a Clothing, Hat and Furnishing Store having 7 windows. Send sample of card work, state age, married or single and salary expected. Address Goldschmid Bros., Altoona, Pa.

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WANTED—First-class window man and card writer for exclusive men and boys' shop. Send samples of card work and photos of windows with application. Address White & White, Pensacola, Fla.

WANTED—First-class Window man and Card Writer for exclusive high-grade men's store, permanent position, send photos and samples of cards, with application. Address R. J. Hurd & Co., Spokane, Wash.

WANTED—Window Trimmers, Card Writers, Advertisers; Arizona, \$175; Washington, \$40 week; Oregon, \$125; Colorado, \$125; Montana, \$125. All first-class department or clothing stores. Apply immediately. Address, Business Men's Clearing House, Denver, Colo.

WANTED—Services of thoroughly competent Display Man and Card Writer. Must be strictly high-class. References required. State all particulars in first letter. Our Mr. Kuykendall is leaving to join colors. Place open about August 1st to 15th. Address, Washer Brothers, Men's and Boys' Clothing, Ft. Worth, Tex.

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ATTENTION—Window Trimmers-Salesmen. Store Manager's—"The Statue of Liberty," 19" High Full Figure—Wired and Unwired—Prices—Colored—Wired, \$2.50 ea.; Not Wired—Colored, \$2.25; Plain White—Wired, \$2.25; Not Wired—White, \$2.00. The Best Window Attraction—Write today. Address Frank W. Schmidtke & Co., 3559 Medill Ave., Chicago, Ill.



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Fingers Gone

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wax cement—joints solid as welded iron—Tube \$1.00

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Tapestries and Sunfast Draperies

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Valances and Panels

French Drape Valance a Specialty

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FLORAL DECORATIONS
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"Nature's Rival"

The exquisite thrift line combining Beauty, Quality and reasonable cost, is shown each season in your locality. Let us know if you are interested and our representative will call. If unable to reach you we will send samples.

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E. C. DIETZ, Owner
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219 E. 34th St. New York City

Our Catalog of Card Writing Supplies with 12 Alphabets is Ready for You—
A Post Card Will Do

WALLBRUNN, KLING & CO.
 327-329 SO. CLARK STREET CHICAGO, ILL.

Carey
 WALL BOARD

For Window Backgrounds and Remodeling Purposes.

Only tools needed—sharp knife, hammer and nails. Five beautiful finishes: plain gray and tan, golden oak, mission oak and circassian walnut.

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 1030 Wayne Ave. Lockland, Cincinnati, Ohio

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 Dept. M. R., COLUMBUS, OHIO



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 Cheapest
 Price
 Card, Stands,
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"Jaxon" Doll Stands
 Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
 JACKSON, MICH.



A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. In stock in convenient size in many beautiful colors and patterns. Write for samples.

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 19th ST. & 4th AVE. NEW YORK

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Write us for a Color Sketch and Estimates today. We execute paintings in advanced Modern and Realistic Art of all kinds.

BER-ZER STUDIO

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DAYTON, OHIO

USE OUR
"RELIABLE SECONDS"
 IN
SHOWCARD BOARDS
 (WHITE AND COLORED)
AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
 INCORPORATED

Largest Exclusive Dealers in
 Reliable Seconds in Cardboards

PRINTERS BUILDING

CHICAGO



PATRIOTISM

Demands that Your Window Displays and Decorations reflect the Nation's Spirit

OUR ESSENTIAL REQUISITES

Comprising Natural Prepared Laurel, Beech and Oak Garlands, Festoons and Wreaths, Victory Palms, Ruscus, etc., are invaluable aids in the campaign inaugurated at the I. A. D. M. Convention.

WITH YOUR CO-OPERATION, WE
WILL WIN THE WAR

The following items will help you. Prices quoted are net.

- | | |
|---|--|
| 1—Victory Palms in Gold or Silver— | 6—Beech or Oak Garlands— |
| 6/18" each \$0.25 | Natural Prepared, 6" diameter yard \$0.40 |
| 18/24" " .50 | Green and Gold, high lighted, |
| 24/30" " .75 | 6" diameter " .75 |
| 42/48" " 1.50 | 7—Camouflage Ruscus Hedge, No. 264— |
| 2—Gold Victory Wreaths, 30x36" | 6' long, 2' high, 2" thick, formal |
| Artificial Laurel or Calix..... each \$5.00 | trees every 2' each \$4.05 |
| Artificial Holly or Oak..... " 7.50 | In gold or silver..... " 10.00 |
| 3—Cycas Victory Wreaths, in Gold or Silver— | 8—Foxtail Spray— |
| 24" each \$4.00 | In red, white and blue..... per doz. \$1.50 |
| 36" " 6.50 | 9—Ivy Branches— |
| 48" " 10.00 | 30"x6", in white and gold, artificial |
| 4—Golden Garlands for Backgrounds | fireproof foliage, with gold oak |
| or Borders, flat, in gold or silver— | leaves and gold pine cones, each |
| Artificial Laurel or Calix— | spray \$2.50 |
| 6" diam. yard \$2.00 | 10—Flag Shield— |
| Artificial Holly or Oak— | 27"x48", of fibre roping, tissue field |
| 6" diam. " 3.00 | and floral stars..... each \$3.50 |
| 5—Ruscus Wreaths— | 11—Red, White and Blue Paper Festooning— |
| Round, 30" diameter, in Gold or Sil- | No. 701, 10 yards to a roll... per roll \$0.25 |
| ver each \$5.00 | 12—Chrysanthemums, No. 539P— |
| | Of paper, with 6" wire stem, in red, |
| | white and blue, or other colors, |
| | per dozen \$0.75 |

SEND FOR FALL CATALOG No 411

Display Men are cordially invited to visit our beautiful new show rooms.
Many novelties and original designs, for your Fall Decorations.

FRANK NETSCHERT

Importer and Manufacturer

ARTIFICIAL FLOWERS AND DECORATIVE SUPPLIES

61 BARCLAY STREET, NEW YORK

F. G. SCHMEHL, Manager

Phone Barclay 6410-6411



H300
Double tone dogwood and butterfly basket with autumn color foliage. 27 in. high. Season's Creation. Complete. \$5.50



H301
Autumn grape spray with six bunches of grapes and fox 14 in. long. Very natural. Complete, each \$10.00. Without fox, each. 6.00



H302
Daisy and astor basket, assorted colors, 25 in. high. Each. \$5.50



H303
Mountain ash foliage spray with 3 giant poppies, beautiful autumn tinting. Can be used as set piece, 5 ft. high and 4 1/2 ft. spread, or we will color to match your color scheme. Per doz. . . \$96.00



H304
Clover and butterfly basket. Flowers exquisitely blended with large and small butterflies 25 in. high and 20 in. wide. A setting in itself. Each. \$7.50



H306
Poppy and Bird basket, can have canary, woodpecker, red or blue bird. Basket three tone, 40 in. high. Each. . . \$7.50



H307
Geranium basket pink or red flowers. Basket 22 in. high. Each. \$2.50



H308
Novelty blooming bay tree. 5 ft. high, natural trunk, in green tinted box. Full round, can be used with or without flowers. Each. \$15.00



H309
Wistaria basket with butterfly, flowers any color. 22 in. high. Each. \$2.50



H310
Chrysanthemum with bird and butterfly. Any color bird desired. Basket 40 in. high. Three tone color. Each. \$7.50. Same with domestic grade chrysanthemum. \$5.50

These illustrations are exact reproductions of just a few items in our fall line. All made of the best materials.

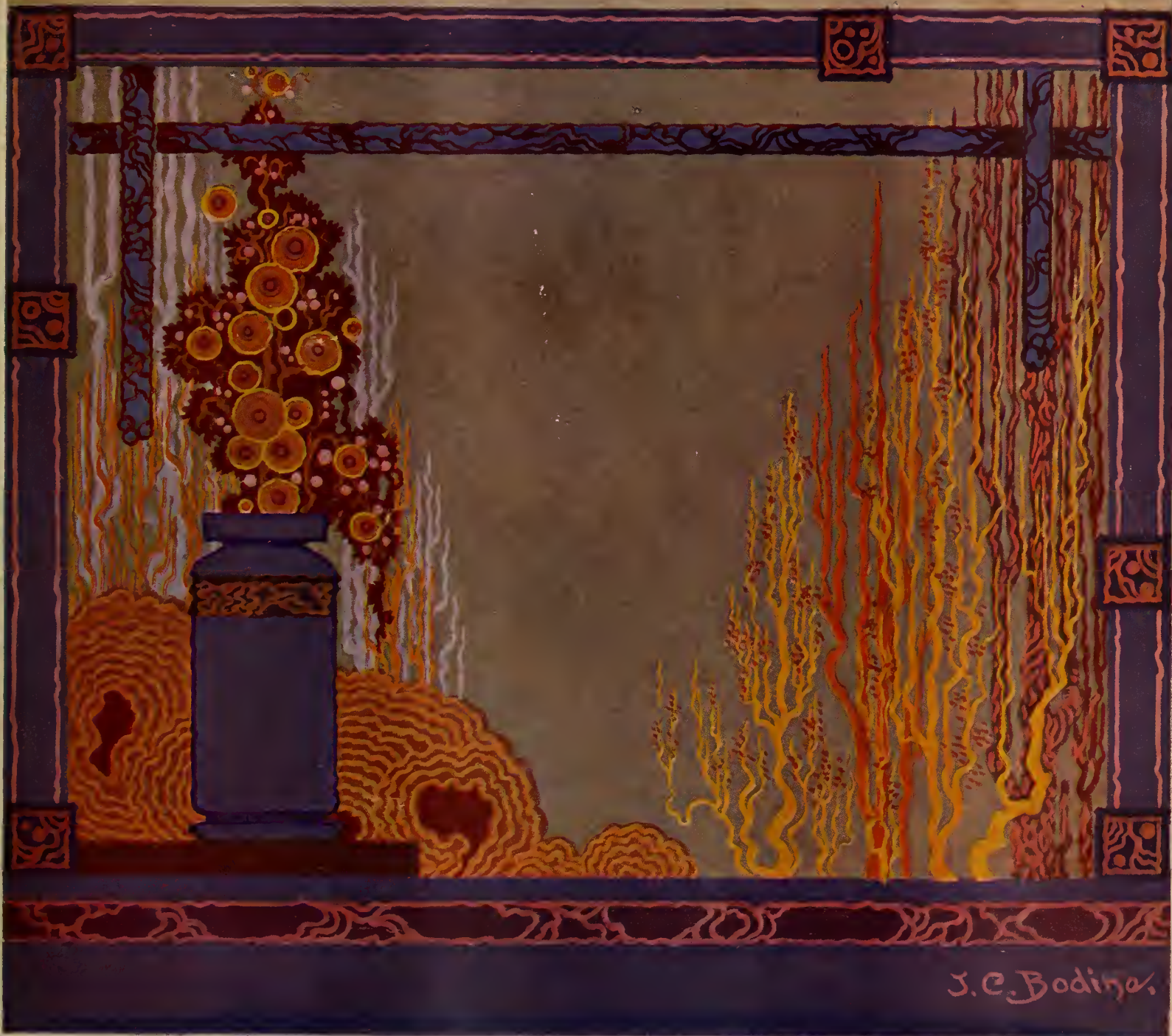
Send NOW for our latest colored catalog. Sixteen pages of newest decorations for Fall. It's FREE.

101
*Merchants Record
and Show Window*

Chicago

Volume XLIII, No. 3

September 1918



J. C. Bodine

Twelfth of a Series of Twelve Full-Color Background Suggestions



No. 822/150

WE SPECIALIZE
IN
Display Forms
FOR
Stout and Junior Sizes

Our Products Are Worthy
of Inspection

Write for Catalog No. 12 W

The
Barlow-Kimnet Co.

Display and Show Rooms
724 Broadway, N. Y.

BOSTON, 20 Oxford St. DETROIT, 78 Wash. Blvd.
Factory, Holyoke, Mass.



No. 843 150

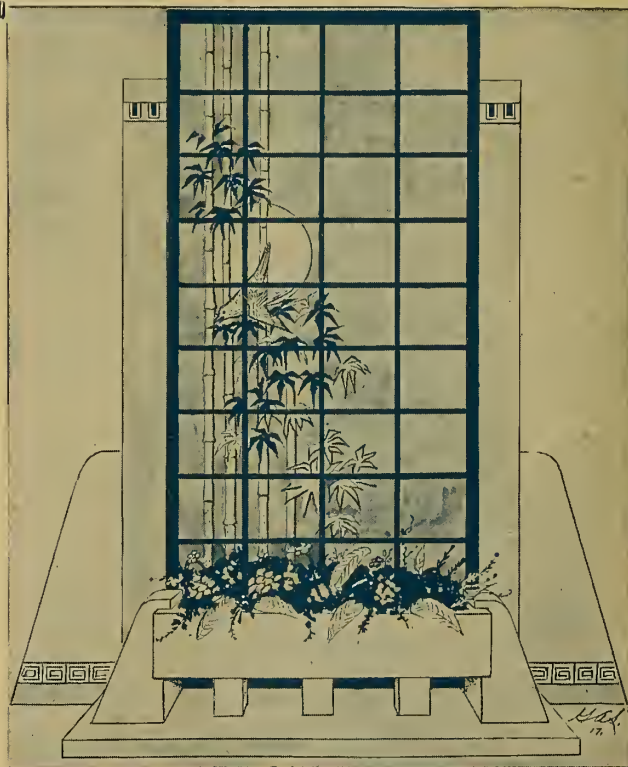
Compo-Board

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds nothing can take the place of **COMPO-BOARD**. Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about Compo-Board. Send for sample of Compo-Board and copy of this book, it's free.



Compo-Board Company 1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$2.00 a Year
All Other Countries \$3.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLIII

NUMBER 3

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7 SALESMEN USING REGISTERS SELL MORE THAN 12 WITHOUT REGISTERS



The Experience of the W. A. McNaughton Company, Muncie, Indiana

By J. C. O'Harra, Vice Pres. & Treas.

This is one of the "Experience Series" now appearing in the Dry Goods Economist

"It is with a great deal of pleasure that we give our experience relative to the use of Cash Registers in the reduction of help at Christmas time.

"Two very prominent experiences come to our mind, viz.:—the Men's Furnishing Department and the Ladies' Glove and Handkerchief Department.

"The year before, at Christmas time, at the Men's Furnishings, we had 12 salesmen. The following year, with the use of the Cash Registers, we did more business, with only 7 salesmen.

Last Fall, department stores ordered nearly half a million dollars worth of Cash Registers to help them meet the holiday rush.

These orders were given right-of-way through our factory and the registers were delivered promptly.

This year Government has right-of-way in our factory. It will take from 8 to 10 weeks to build registers. It will take longer to ship registers.

Stores that want to get the N. C. R. equipment in time to be of real help in the Xmas rush must order now.

"In our Glove and Handkerchief Department, 907 Cash Register sales were shown in one day by 3 salesladies. We might add that our moderate price handkerchiefs were sold in a booth, and these sales were on a different Cash Register. Therefore, the 907 sales were all of the higher priced Gloves and Handkerchiefs.

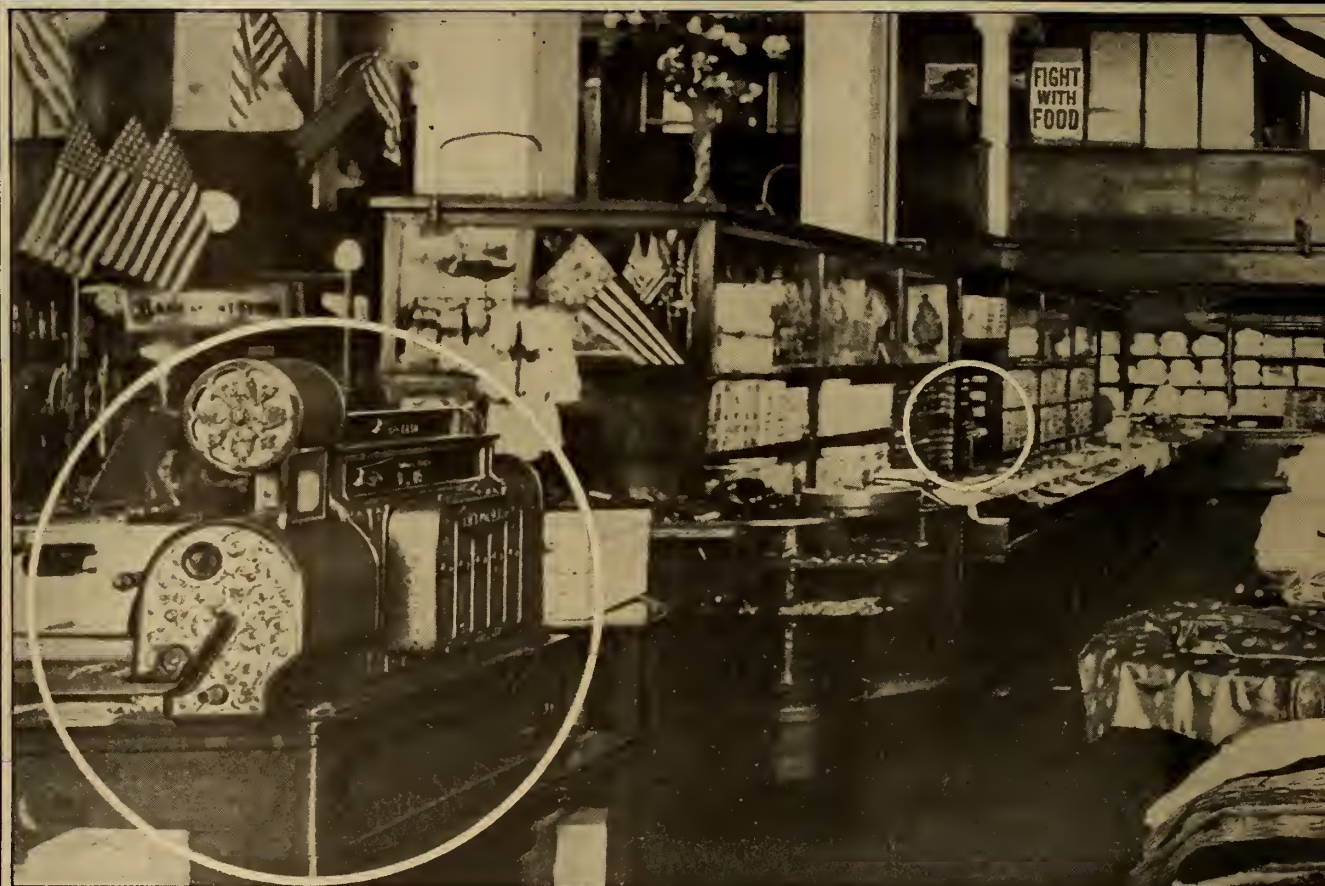
"This was certainly very pleasing to us, and with our two years and over experience with Cash Registers, in every department, we certainly are enthusiastic boosters for this way of taking care of sales."

The National Cash Register Company
Dayton, Ohio, U. S. A.

Offices in all the principal cities of the world

NATIONAL CASH REGISTERS WANTED FOR THE HOLIDAYS SHOULD BE ORDERED NOW

7 SALESMEN USING RE THAN 12 WITH



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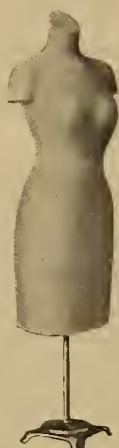
THE HOLIDAYS SHOULD BE ORDERED NOW



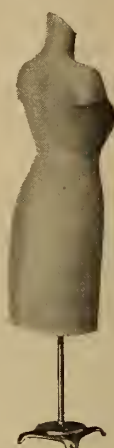
No. 521W.



No. 501W.



No. 528W.



No. 530W.

If you are interested in Ultra High Class
BLOUSE, COSTUME AND SWEATER FORMS

Modeled from the Human Figure and in dull egg shell enameled finish, as smooth as glass, you will buy them from us.

Send for our new Catalog "E" of FORMS, WAX FIGURES, METAL DISPLAY FIXTURES, WINDOW VALANCE, PLUSH, ETC., ETC. We also issue catalog "G" of Glass Fixtures, Wood Fixture Catalog "W" and Catalog "P" of Period Wood Fixtures.

WHEN IN THE MARKET VISIT OUR BEAUTIFUL AND MODERN NEW SHOW ROOM

THE HECHT FIXTURE COMPANY
CHICAGO

Medinah Building, at Wells Street and Jackson Boulevard—In the Heart of the Wholesale District



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
 + PLUS +

Experience, Service, Satisfaction
 and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service, Inc.
 519-521 N. Halsted St. CHICAGO, ILL.



NADECO
Valances, Panels and Drape Shades

are shown in our line for Fall in almost endless variety.

Artistic, refined novelties that will enhance the pulling power of your window merchandise display are shown on every page of our catalogue.

Write today for Catalogue R and sample plushes.

National Decorative Co., Inc.

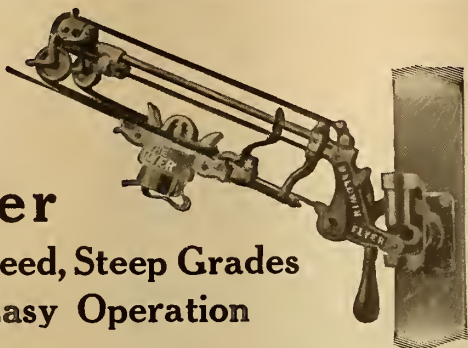
Designers and Manufacturers

Valances, Panels and Drape Shades, Plushes and Velours

Main Office and Factory:
533 Federal Street, CAMDEN, NEW JERSEY

The Flyer

for Speed, Steep Grades
and Easy Operation



This neat Bracket adds to the looks of store. Does not detract as all other Wire-Line Carriers do. THE FLYER has a *positive* automatic action which makes it absolutely sure to reach its destination *every time*. Can be fastened to high or low shelving or high show case, as it has only a single fine wire for each station.

BALDWIN FLYER Cash and Package Carriers

give your store that refinement of prompt service with quiet dispatch of cash and goods to a central desk that pleases customers and helps you to sell more goods.

The BALDWIN SYSTEM

insures a double checking of each transaction, and with its one receiving station, eliminates expense of extra cashiers, inspectors, etc., while giving the quickest possible service, and preventing costly errors.

Our Up-Shoot and Over-Shoot Cash Carriers operate between floors and reach difficult points in your store without expense for power. Get quick action in your Store Service at the least expense.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

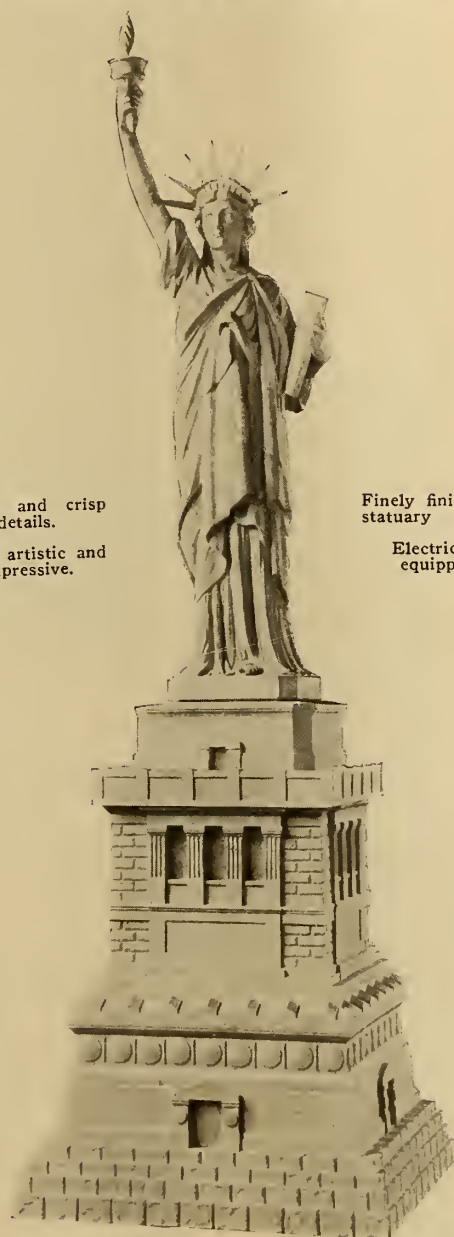
Write Today for Your Copy of our Catalog

**James L. Baldwin
and Co.**

352 W. Madison Street, Chicago

Statue of Liberty

The Finest Replica Ever Offered for Sale



Sharp and crisp details.

Truly artistic and expressive.

Finely finished in statuary bronze.

Electrically equipped.

HEIGHT 78 INCHES

This Statue of Liberty is cast in hard Gypsum composition, finely modeled and finished in statuary bronze by a new process, which makes it difficult to distinguish from real bronze.

Furnished complete with all electric wiring socket, lamp, 5 feet of silk cord and attachment plug.

PRICE: Statue and pedestal.....78 in. high \$32.00
Statue only46 in. high 15.00

Prices are F. O. B. Philadelphia, carefully packed and boxed to insure safe arrival. We advise shipment by Express. Shipping weight of statue, 75 lbs. Pedestal, 150 lbs. Copyrighted and manufactured only by

Voigt Company

1743-47 NORTH 12TH ST.

PHILADELPHIA, PA.

SEND FOR CATALOGUES



Make Buyers Out of Passers by—

Back of Hugh Lyons designs are complete facilities for the production of substantial, lasting fixtures.

Every fixture offered by Hugh Lyons is built in the Lyons factories—the largest in the world.

Hugh Lyons fixtures are designed and built by men who have been long in intimate contact with the peculiar requirements of the various trades which they supply.

The construction and finish result in the lasting beauty and usefulness of the fixtures.



HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
 NEW YORK SALESROOM 35 W. 32nd. STREET
 CHICAGO SALESROOM 234 S. FRANKLIN ST.



Parione—The Vogue Figures

THE FIGURES that are creating a sensation wherever shown. Inter-changeable natural hair or sculptured headgear. THE FIGURES that surpass all others in beauty, strength and durability.

Write for latest catalog.

French Wax Figure Company : : : 70 West Water St.
MILWAUKEE, WISCONSIN

822 Medinah Bldg., Chicago, Ill. 202 E. Fourth Street, Los Angeles, Cal. 15 W. Ninth Street, Kansas City, Mo.



Keep Old Glory Flying

In your windows during the coming

Liberty Loan Drive

A cleverly devised display, suitable for any patriotic purpose.

Set consists of

- No. 1—Sailor with pedestal (cut out), actual flag pole, rope and silk flag.
- No. 2—Soldier at salute (cut out)
- No. 3—Shell (cut out)
- No. 4—Background painted on canvas, 6x6 feet, all cut outs mounted on heavy composition board. Artistic work of the highest quality, all in natural colors.

By means of a concealed, small electric fan the flag can be made to float as though in the breeze. Or if backed by wire, a similar effect can be obtained without fan.

Show, through your windows, that you are back of the Liberty Loan. This is one of the cleverest attractions yet devised and will cause favorable comment.

Price of set of 4 pieces, complete, Packed, f. o. b. New York City, \$36.50.

Each piece may be purchased separately at the following prices—No. 1. Complete with pole, rope and flag, \$16.00. No. 2. Soldier, \$11.00. No. 3. Shell, \$5.50. No. 4. Background, \$11.00.

Immediate Delivery—Order at Once.

LAU-MER STUDIOS

10 East 14th St.,

New York City

Statue of Liberty for Liberty Loan Campaign



Statue of Liberty

This beautiful duplicate of Bartholdi's Statue of Liberty in your window will increase your sales and help Uncle Sam sell Thrift Stamps and Liberty Bonds. Permanent decoration for all patriotic events. 52 inches high, price \$13.00. Same wired with light on hand and tower with transparent windows three sides, \$17.00. Size 28 inches, wired, \$8.00. Not wired, \$5.00.

8 ft. high, wired . . . \$45.00
8 ft. high, unwired . . . 37.00
(all measurements include tower)
Made of plastic composition, finished in white or ivory tint, washable.

For Re-sale — Small, statue only, 19 inches high, wired \$21.00 Doz.; unwired, \$12.00 Doz.

Special work on request.
Send for illustrated catalog free.

DEPT. "H"

**CHICAGO STATUARY
MFG. CO.**

476 Milwaukee Ave., CHICAGO

For Immediate Delivery



No. 125

New design shirt-waist form; upper section in washable, flesh tint enamel, mounted on Empire design wood base, having wood relief ornaments. Finished in silver or gold. Ask us for full particulars, including prices—all very interesting.

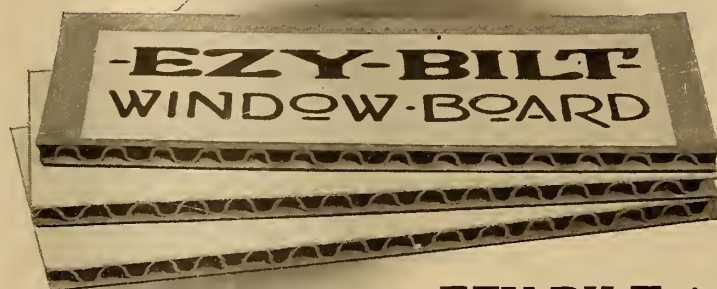
**WOOD and METAL
DISPLAY FIXTURES**

To see our line of original designs creates a desire to own. Best looking, most practical. Prices moderate.

Let us send you our newest Catalog No. 9.

Superior Brass & Fixture Co.
316-318 W. Jackson Blvd., Chicago, Ill.

YOU TOO—Can Have Windows Like These by Using



EZY-BILT was used in all these windows by G. W. Rawlings for A. M. Jensen Co., Walla, Walla, Wash.

EZY-BILT is now The Staple Window Board all over The U. S.

Our advertisements for the past several years have illustrated the window work of leading display men showing how they have made use of the **EZY-BILT** Window Board.

This is an assurance to you that it is the most practical window board for your use.

We show here three different windows installed by G. W. Rawlings for A. M. Jensen Company of Walla Walla, Washington. Each window shows how very attractively **EZY-BILT** board can be used. The first window has a life size figure of a bathing girl cut out of **EZY-BILT** window board and the entire background of the same material.

The second window shows a setting for a style event, the background of **EZY-BILT**. Cut-out trees of **EZY-BILT** covered with artificial foliage being a very new idea.

The third window has a life size figure cut out of **EZY-BILT** holding up drapes of goods. Background is made entirely of **EZY-BILT**.

The Only Board of its Kind Made

EZY-BILT Window Board is made in an absolutely new and different manner than any other board. It is not a wall board—it is a window board. It is much lighter in weight, can be cut quickly with a knife while wall board must be cut with a saw and then the rough edge sand papered.

EZY-BILT does not warp nor sag and its use saves lumber, nails and the labor of construction work.

Costs Less Than Other Boards

The money saved because of the lower price of **EZY-BILT** can be used advantageously in getting other decorations for your windows—or can be used as a clear saving in your department.

Try out the following offer

Special Introductory Offer

This offer is for our two new sizes as follows:

14 sheets, size 36x48 in., \$5

11 sheets, size 36x60 in., \$5

Order one of these packages today and give **EZY-BILT** a trial.

Get our Window Display Book—written by one of the most expert Window Display Men in the country. It is free. Write for it.

THE HUNT-CRAWFORD COMPANY
COSHOCTON, OHIO



STATUE OF LIBERTY AND BASE

Cut-out and air-brushed with stand. Height 44 in. Each, \$3.00.



AMERICAN EAGLE

Cut-out of wall-board, painted in realistic colorings in oil. Spread of wings, 52 in. Can be used with shields and flags and in connection with almost any patriotic decoration. Price, each, \$5.00.



UNCLE SAM

Cut out of board and air-brushed in natural colors; 36 in. high, with stand. Each, \$2.00.

BOOST THE FOURTH LIBERTY LOAN

IN YOUR SHOW WINDOWS

Use original decorations such as are pictured here and in our special Patriotic leaflet that we will send on request. Make your Liberty Loan Display the hit of the town.

RUSH YOUR ORDER IN AT ONCE

There are only a few weeks in which to prepare your display and in order to be sure of receipt of what you want we suggest you order at once.

GET OUR CATALOGUES OF FALL DECORATIONS

If you have not procured your Fall Decorations, it's time to send in your order. If you do not have our new catalogue send for it.

**L. BAUMANN & CO., 357-359 W. Chicago Avenue
CHICAGO**

Leading Manufacturers and Importers of Window Decorations



No. 230
Correct Shape
Well Made
Price \$13.50 each

lines are "Sterling Quality" Metal Display Fixtures, "New Art" Patented Pedestrian Wax Figures and "Kant-Krack" Enamel Forms.

Write for Catalogs

GREENWALD DISPLAY FIXTURE CO.

234 Fifth Ave., Cor. 27th St.
NEW YORK CITY

Sell More Skirts

Use this adjustable posed skirt form in your window and department displays.

Other

**Greenwald
Guaranteed**



"AMERICA, WE LOVE YOU"
"DUTY CALLS"
"PERSHING IN FRANCE"
"ALL OUR PRESIDENTS"

Big demand everywhere. Many dealers have sold 500 to 1000 in a short time

Sell for 25c Cost \$5 per 100
Samples of either of the above
... prepaid for only 10 cents ...

W. CLEMENT MOORE, Publisher, NEW EGYPT
NEW JERSEY

SELL

PATRIOTIC

PICTURES

at 500 per cent profit

Beautiful
Appropriate
Patriotic

Prepare Now for the 4th Liberty Loan Campaign and other Patriotic Events which are to follow by using SCHACK'S STATUE OF LIBERTY, AMERICAN SPREAD EAGLES, SHIELDS AND OTHER APPROPRIATE DECORATIONS.



PATRIOTIC WINDOW SETTING No. 1950

This illustration shows a patriotic setting that can be adapted to any size window and is particularly suitable as a Liberty Loan display, and consists of the following SCHACK Products:

One center panel, size 32 inches wide and 6 feet high, finished pure white, with side wings, 12 inches wide, painted national blue with white stars; each, \$4.00.

Flags of the Allies cut from wall board, painted in oil size, 8 feet from tip to tip; per set, \$6.50.

No. 2247—Statue of Liberty on base, statue 4 feet high, base 30 inches, total height 6½ feet; each, \$5.00.

No. 9026—Star border made of wall board and painted in oil in national blue, 12 inches wide; per foot, 20c.

Setting complete as illustrated, including one 8-foot length of star border, \$17.00.

Another big SCHACK hit for your patriotic displays in this splendid AMERICAN SPREAD EAGLE which is made in many sizes up to 8 ft. from tip to tip.

This Eagle has made a hit with and is being used by many of the leading display men of the country, such as Walter E. Zemitzsch of The Famous and Barr Co. of St. Louis, Mo.; Ben Milward of Mannheimer Bros. of St. Paul, Minn.; Phillip Armour of the Brandeis Department Store of Omaha, Neb., and others, and will make a hit with you when you see it.

Send for our **NEW FALL FLOWER BOOK** and **PATRIOTIC SUPPLEMENT** which shows all the newest ideas in decorative novelties for your show window and interior displays.

We are also showing an immense line of American shields that cannot be equalled, in sizes up to 8 feet, finished in oil with flag holders attached, in many different shapes, wall board cut outs of the Goddess of Liberty in two sizes, 5½ feet high and 10 feet including base, also an 18 ft. cut out of Uncle Sam.



No. 1927 AMERICAN EAGLE

Size 18" high, 32" wide, each.....	\$1.50
Size 25" high, 48" wide, each.....	2.00
Size 31" high, 60" wide, each.....	4.00
Size 37" high, 72" wide, each.....	6.50

LARGER SIZES TO ORDER. WRITE FOR PRICES

Send for our Complete Catalog; it's free for the asking.

Schack Artificial Flower Co. 1739-41 Milwaukee Ave. CHICAGO



Generalissimo Foch,
36-inch hand painted plaque, price \$15.00

Men of the Hour In the Hour of Need.

Their deeds thrill us and make their portraits a source of continuous admiration.

Handsome oil painted panels, suitable for backgrounds or for display on easels.

FOCH PERSHING HAIG

Paintings executed in natural colors on heavy composition board, which will not warp. Show that your store is behind the men who are directing our fighting forces.

Especially appropriate for your Fourth Liberty Loan Windows.

Other suitable emblems, cut-outs and other patriotic insignia in stock, ready for delivery. Special pieces and backgrounds designed and executed to order.

Prompt action is advised as our facilities for the Liberty Loan drive will be taxed to the utmost.

Illustrations and descriptions on application.

DISPLAY SERVICE CO.

114 West 17th Street

NEW YORK CITY



ACT QUICKLY

If you want your LIBERTY LOAN WINDOWS to make a real sensation.

Set of twelve lifelike figures, each different, 5-ply cut outs, 40 inches high, 15 in. wide, each on a base 9 in. deep.

*Shows the National Uniforms,
Exactly, of the Fighting Men of*

THE UNITED STATES AND OUR ALLIES

REPRODUCED IN COLORS, FINISHED IN OIL PAINTING

Price of set of 12 pieces \$50.00
Order at once as we have only a very limited number of sets on hand.

None Sent on Memoranda

MAKERS OF "THE BEST ONLY"
FRANKEL
DISPLAY FIXTURE CO. N.Y.

Manufacturers

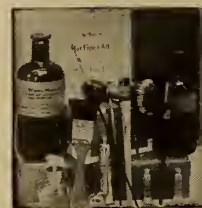
Display Fixtures, Forms, Wax Figures

1146 BROADWAY at 27th Street

Outfits Every Store Should Have

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

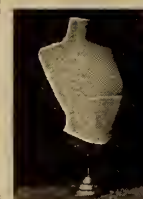
Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms \$1.75
No. 2 outfit will clean and refinish 200 forms 2.50
No. 3 outfit will clean and refinish 300 forms 3.50
No. 4 outfit will clean and refinish 500 forms 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Orders Shipped Same Day Received
Catalog Free

Harrisburg Wax Figure Renovating Co.
335 Crescent Street, Harrisburg, Pa.



Statue of Liberty

Use Your Windows

Let's Help Win
Fourth Liberty Loan Drive

Starts September 28th, ends October 19th, 1918.
You have plenty of time, if you act promptly, to
get any or all of the items listed for use in put-
ting in Patriotic window displays. Order NOW.

Statue of Liberty—An exact replica of the
famous original — Plaster.

H 463—30 inches \$10.00

H 382—52 inches \$21.00

Uncle Sam Plaque—Made of papier mache, in
half relief. Size 20 inch.

National colors H 457—\$5.50 each; \$60.00 doz.

Hat in Ring—An entirely new idea in a cut-out
Size 29 inches. National colors

H 470—\$3.50 each, \$36.00 per dozen

Send for Patriotic Supplement in full colors.
Ask for our new Color Catalog, it's FREE.

The Botanical Decorating Co., Inc.

Manufacturers and Importers of Artificial
Flowers and Papier Mache Decorations

208 West Adams St. Chicago, Illinois



H 457



H 470

Goodform
TRADE MARK

Whenever you get window fixtures
insist on the **Goodform** kind. The
name stamped on the bottom insures
service and that certain refinement
which means so
much as a selling
power in your
windows.

Our Book of Trims
will be of service
to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.



No. 52K.
Perfect proportion. Rust baked
flesh enamel, jersey body. Enam-
eled wood base and upright.
Immediate delivery.
Price \$10.75 each

STOP 'EM

Everybody glances at your windows
—That's no compliment—
But, when they stop and give that
long, wistful "wish-I-had-one" look
—it usually results in a sale—

USE

Williams' Wax Figures,
Forms and Display Fixtures
and increase the number of
"stoppers."

Guaranteed Quality

Guaranteed Prices

We have been in business 24 years,
and we are still selling to a lot of
our first customers. They come
back because they like us, and so
will you.

Try Us and See

Catalogs on Request

J. B. WILLIAMS

Salesrooms

1131 Broadway

Office and Factory

31 West 4th St.

NEW YORK CITY

Feldman Fixture Co.

24 West 30th St.
New York City



Artistic Simplicity is the distinctive feature of the attractive window showing merchandise of good quality.

Feldman Fixtures answer the need for a decorative treatment which is visible but subdued.

They lack the bizarre and gaudy appearance bordering on sensationalism and permit the merchandise to dominate the display.

In addition to the waist form shown, there is a complete assortment of millinery stands, forms for all purposes, dress and waist stands, easels, card frames, and, in fact, nearly every fixture to be obtained, all similarly designed and in any finish, such as old gold, ivory, mahogany and walnut. There are also numerous other designs true to the accepted periods.

Illustrated matter and prices on request.

Substantial Fixtures for making Sensible Displays



No. 616

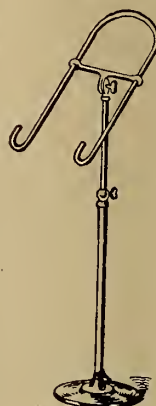


No. 709.

By confining our efforts to manufacturing and selling the commonplace types of

display fixtures, which are the foundation of good display, we can offer a strong line of goods at unusually attractive prices.

We do not make high novelties, but specialize in regular display needs.



No. 440.

Stands for hat, shoe, neckwear, belt, collar and tie, shirt, display counter stands, shirt waist forms, costume forms, wax figures

Write today for our
catalog.

S.M. MELZER CO.

915 Filbert St.
Philadelphia, Pa.



No. 444.

CARTERS FAMOUS GREENS for Fall Displays

Nearly every one is using nature's greens this fall. It is not necessary to remind you of the wonderful attractiveness of fresh, green smilax for showing off to advantage your fall displays of merchandise. Let me serve you as follows:



The above illustration shows just a corner of our shipping department. On these beautiful Fall days everything is handled out in the open where we are all right close to nature. Exceptionally fine crop this fall.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft.	Price.....	\$4.50
Case No. 2 contains 400 sq. ft.	Price.....	3.50
Case No. 3 contains 300 sq. ft.	Price.....	3.00
Case No. 4 contains 200 sq. ft.	Price.....	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen	\$1.25
Per 100	7.00
Chamaerop Palm Crowns.....	Per doz. 2.00
Chamaerop Palm Leaves.....	Per 100 2.50
Sabal Palm Leaves, the large kind.....	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.....	\$2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft.	4.00

ORDER NOW

Geo. M. Carter

Evergreen

Alabama

Order Your Wild Smilax **NOW** Discount the possible delays in shipping by sending me your order at once.



SOUTHERN WILD SMILAX

Being packed out in the open for shipment to all parts of the world.

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance on account of the war.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Beaven's Southern Wild Smilax

Is an indispensable aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any store.

Beaven's Magnolia Foliage

This is a beautiful glossy foliage. Retains its attractiveness for a long time. Splendid effects in massing this green. Shipped in same size cases as Wild Smilax and at same prices.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for Show Window Floors.

Beaven's Fadeless Green Moss is shipped in Bags containing 100 sq. ft. Price \$4.00, f. o. b. shipping point

		Each.	Dozen.	Per 100
Long Needle Pines	As beautiful as palms in	2 ft. 10c	\$1.00	\$ 6.00
	decorations.	3 ft. 15c	1.50	9.00
Chamaerops Palm Leaves	4 ft. 20c	2.00	11.00	
Sabal Palm Leaves	25c per doz.	\$2.50	per 100	
		Each.	Dozen.	Per 100
Chamaerops Palm Crowns	3 ft. 15c	\$1.50	\$11.00	
Our native palm plants	4 ft. 20c	2.25	15.00	
with their roots removed.	5 ft. 25c	3.00	20.00	
Southern Grey Moss	25 lb. sack,	\$3.00.		

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

E. A. BEAVEN COMPANY
Evergreen Alabama



No. 75. A perfectly moulded form, with enameled bust. Projecting shoulders that make effective display. Mounted on No. 1 base, as illustrated, with square upright, each.....\$7.35
With flat No. 3 base or round base, with round uprights, each\$5.25

Real Value in Display Fixtures

Enamel Waist Forms, Dress and Costume Forms, Display Fixtures that put life into your windows and create sales.

If economy is your policy, write today for our catalog and see what substantial savings you can make by dealing with us

The fact that most of the chain store companies are buying from us, proves that our prices are the best to be had for fixtures of good quality. An investigation of our books, which we welcome, will prove this assertion.

Co-operative Display Fixture Co.

143 Grand Street New York City

"Away From The High Rent Zone."



Papier Mache Eagle

32" size - - - - \$1.00 each
44" size - - - - \$2.00 each

Uncle Sam Cut-Out

48 inches high

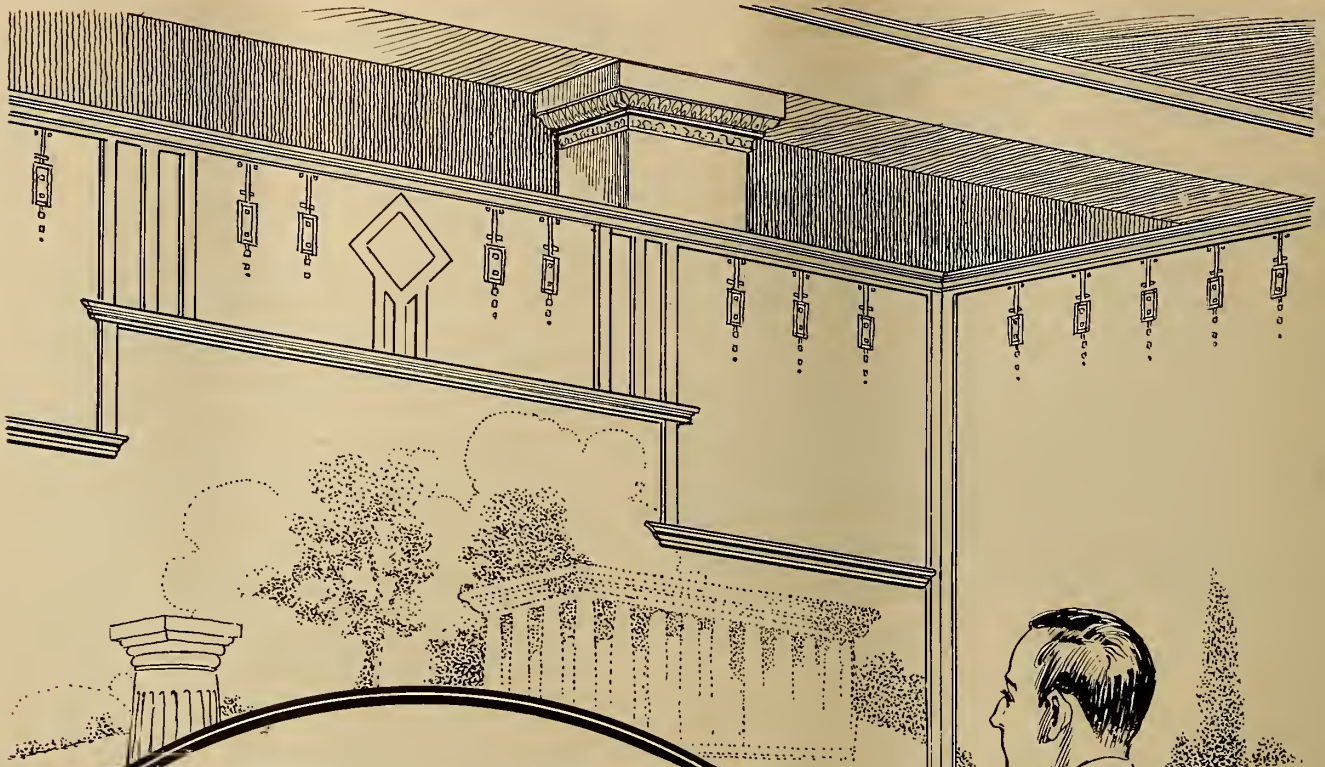
Lithographed in 7 colors mounted on heavy stock with easel back.

\$1.50 each

For Your Liberty Loan Windows

Full line of decorative units, such as illustrated. Also large assortment of decorative papers containing various patriotic emblems, flags and shields. Order now.

Doty & Scrimgeour Sales Co., Inc.
74 Duane St. New York City



Beautiful Backgrounds

"It's so easy to arrange them and keep my windows always attractive and freshly trimmed, for I can often use the same panel several times, simply by re-shaping it—that's why I always insist on Cornell-Wood-Board."

Window trimmers and decorators everywhere prefer Cornell-Wood-Board because it is so economical and easily handled. Will not warp, crack, chip or buckle and requires less paint or calcimine than other similar materials, to make a charming decorative effect.

While Cornell - Wood - Board is unequaled for cut-outs, dividers and panels, it is also well adapted for the Walls and Ceilings of Homes, Garages, Poultry or Dairy Houses, Offices, Stores, Churches, Theatres, Farming Communities, Army Cantonments, Industrial Buildings, etc.

Your lumber dealer sells Cornell-Wood-Board. If he is unable to supply you, send for Free Samples and illustrated Window Display Folder.

Cornell-Wood-Board

Excels for Walls, Ceilings and Partitions
Repairs, Alterations or New Work

Cornell Wood Products Co.

Department
139

173-175 West
Jackson Blvd.
CHICAGO



MERCHANTS RECORD and SHOW WINDOW

VOLUME XLIII
NUMBER 3

SEPTEMBER, 1918

Single Copies
Twenty-five Cents

The Value of Follow-Up Letters

Letters should be sent at regular intervals—They should present a continuous argument delivered in installments with each letter complete in itself—Series of letters drummer's best assistant—Typewritten letters should not be used as circulars.



By W. Clement Moore

ON your list there are names of hundreds who could be made into customers. There are some who have periodically bought goods from you. You would like regular orders from all of them, and you want bigger orders. If you are serious in trying to get orders from them you should ask for them in the proper way and at the right time—which is at regular intervals.

The frequency with which you send out your well-planned follow-up letters, and the length of time during which you continue to send them out must depend upon the value of these jobbers' or dealers' accounts to you as a manufacturer, but once a month is about the right time in many cases.

There should be a logical connection between all the pieces of printed matter that are sent out. Blotters, circulars, folders, price lists, mailed at irregular intervals, seldom draw as much business as is expected, because one in no sense begins where the last one has left off. There should be a continuous argument delivered in installments, but each piece of literature should, nevertheless, be complete in itself. It should drive a single point home and should exhaust that particular aspect of the argument. One circular should not attempt to do more than this. The point made in the next follow-up letter should be to go one step further and end there. The whole series read piece by piece in succession should tell the whole story of your goods and the reasons why you ask merchants, dealers or jobbers—as the case may be—to buy them. The man who received this kind of literature will read it,

provided he gets it sufficiently often for the connection never to be lost, and in the end his reading of it will leave a cumulative impression strong and convincing.

Some time during the receipt of your literature you are practically certain to reach your man at the right time, and you will hear from him and eventually get his order. This kind of follow-up literature requires the services of an experienced advertisement writer; amateurs, no matter how talented they may be as mere writers, cannot produce it.

Mail Series Assists Drummer.

A mail series of letters makes the very best assistant that any drummer can have. It goes before him and prepares the prospective customers for his visit, it follows him and backs up his arguments. Three pieces of literature should precede the drummer in most instances, and the rest should follow him. The drummer will then make his call in the middle of the good work that the follow-up letters are doing. Your business may be satisfactory to you but will not be as large or as successful as it ought to be unless you adopt a systematic plan of sending out your mail matter. Each piece of literature should be short; the average man ought to be able to read it without effort in less than three minutes.

Much has been said in the advertising and trade journals recently concerning the value of the imitation typewritten letter as a paying advertising medium and as a trade builder. A few, a very few writers, have endeavored to depreciate its value and to show

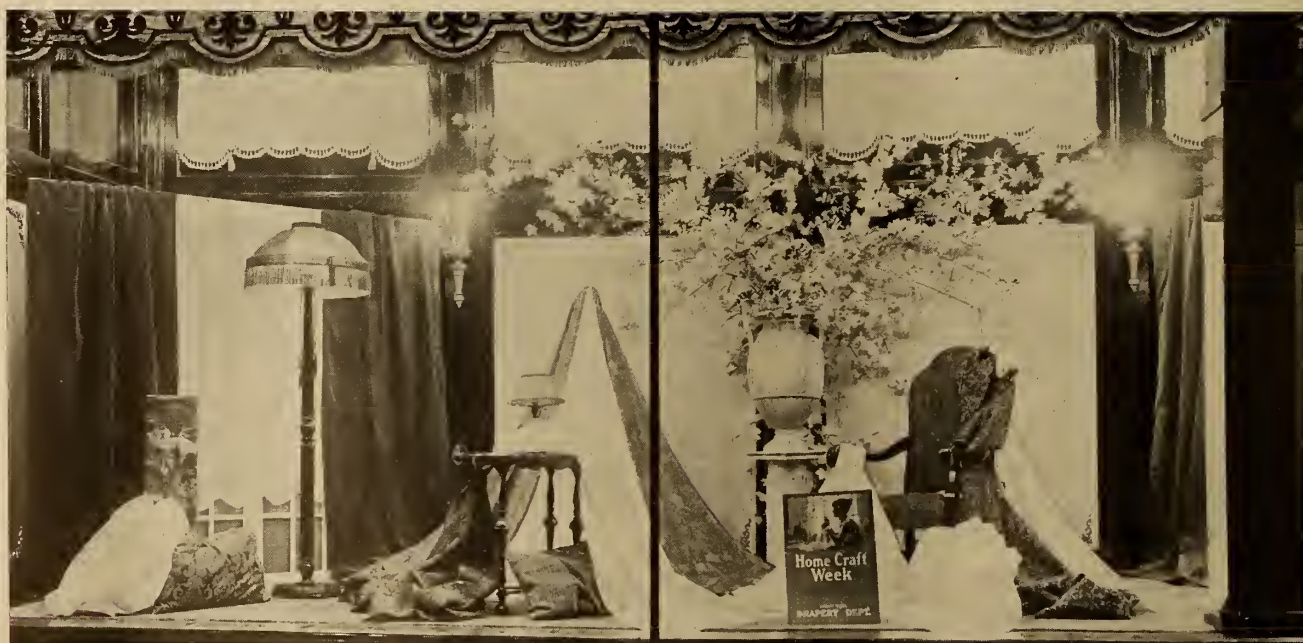


I. A. D. M. CONTEST—CLASS 25—LIMIT—FOR BEST DISPLAY OF MUSICAL INSTRUMENTS—1ST PRIZE, E. P. LAVIN, ORLANDO, FLA.

that it is a waste of money. Now, there are a few reasons for the failure of any piece of advertising matter, and we may safely include among them the very important essentials which if neglected will mean failure: (1) Have something to say; (2) say it well; (3) be frank and open, and make a good readable letter; (4) get the clearest and best impression of the type that you can secure. The above points are too often overlooked and failure is the result.

But the typewritten letter has its mission and

should not be used in the same sense as a circular. Many concerns make that mistake, too; they purchase a duplicating outfit and then endeavor to do the whole thing on it, even to the extent of note paper and envelopes. This is all wrong. In no case should the imitation typewritten letter be used save in the matter of a general communication in letter form. All store news, then, which you would like to tell your customers about, on a postal or by letter, will make good material for the imitation typewritten letter.



I. A. D. M. CONTEST—CLASS 26—LIMIT—FOR BEST DISPLAY OF CARPETS—1ST PRIZE, W. K. BEST, MARIETTA, OHIO.

Outfitting the Modern Store

Fifth of a series of articles on the subject of store outfitting and arrangement—Showing how the modern store is equipped in the most up-to-date manner—Halperin Bros. & Davis store, Detroit, Michigan.



By Geo. F. Cooper

THE fifth of a series of articles on "Outfitting the Modern Store" concerns itself with the arrangement and equipment of one of Detroit's newest and up-to-date clothing and furnishing stores, that of Halperin Brothers & Davis, Detroit, Michigan.

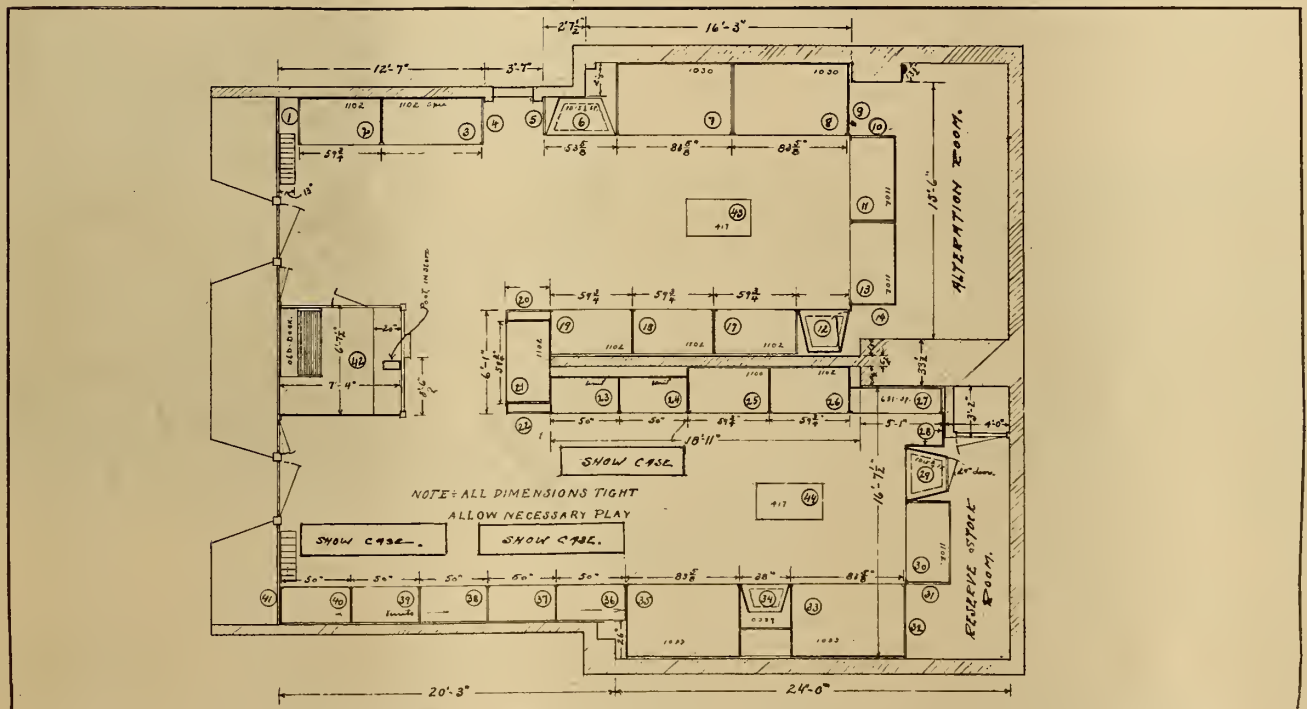
The floor plan and photographs, reproduced in connection with the article, afford a clear illustration of the store and department interior.

This store consists of three large rooms, but only two are shown on the floor plan. The third room contains the shoe section, entrance to which is shown on the plan below between items 4 and 5. In drawing plans for this new store particular attention was given to the designing of show windows and they extend across the entire front of store, all windows having a depth of over four feet.

At the extreme right wall on entering the store is the furnishing goods section, and all materials are

kept in modern display cabinets with variously arranged glass front drawers, trays, etc., which keep such merchandise on display, and away from dust and dirt, and are handled in such a manner that no time is wasted on rush trade. About twenty-one feet is devoted to the furnishing goods such as collars, gloves, hosiery, shirts, neckwear and underwear.

Immediately adjoining the above departments is the hat section, which is about seventeen feet long. Hats and caps are handled in the most improved style of cases which have a great capacity for the space used. Two revolving hat cases, each one seven feet in length, are used, and between these two large cabinets is another three feet long where caps are kept. The cap cabinet is fitted with glass front drawers in the lower part, each drawer spaced for three rows of caps. These rows run from front to back. The upper portion of the cabinet is fitted with a mirror alcove and electric



FLOOR PLAN OF THE HALPERIN BROS. & DAVIS CLOTHING AND FURNISHING STORE, DETROIT, MICHIGAN.



FURNISHING DEPARTMENT SHOWING ASSORTMENT OF MEN'S FURNISHINGS, HATS, TROUSERS AND CHILDREN'S CLOTHING. HALPERIN BROS. & DAVIS, DETROIT, MICHIGAN.

dome light which forms a very convenient place to try on caps and hats.

The two hat cases each have a capacity of two hundred and eighty hats or a total of five hundred and sixty hats singly placed. An individual hump for each hat is provided so that they cannot shift or fall off when the revolving feature is utilized. Cap baskets are supplied in the bottom tier.

Across the rear is a clothing cabinet, single depth style fitted with glass disappearing doors. A mirror alcove is attached to complete the rear case, and this also forms a partition. An entrance through the back alcove is formed by a mirror door which gives access to the lavatory. The balance of this rear space is shelved and used for reserve stocks.

Next is a single depth hat case five feet long with nickel plated rods. This case is used for boys' hats. Adjoining are two cabinets each five feet long and used for clothing, one being equipped with trays for odd pants, etc. Next are two stacks of units for shirts or underwear.

Across the archway is a clothing cabinet, and clothing cabinets are arranged along the left side of center wall. A mirror alcove is conveniently placed in the corner, and the left side of it is constructed as a door and gives access to the rear room. This rear room is utilized as an alteration room.

A partition across is formed by two clothing cabinets. On the extreme left wall in the rear are two revolving clothing cabinets fitted with disappearing

doors. Each cabinet is seven feet long, and the revolving rack double decked is equivalent to about twenty-four feet of hang rod space, so, in fact, fourteen feet of space really accommodates forty-eight feet of hang rod and indicates great conserving of space.



DEPARTMENT DEVOTED EXCLUSIVELY TO MEN'S HIGH GRADE CLOTHING. HALPERIN BROS. & DAVIS, DETROIT, MICHIGAN.

A mirror alcove is next in order and an archway entrance to the shoe department. (This department is not shown on floor plan.) There are two more clothing cabinets, and on the extreme front of the left on entering is a wall umbrella case conveniently arranged over radiator.



SHOE DEPARTMENT CARRYING FULL LINE OF MEN'S, LADIES' AND CHILDREN'S SHOES. HALPERIN BROS. & DAVIS, DETROIT, MICHIGAN.

The store office is located between the two front entrances as shown on plan and is about seven feet square. The lower part of it is paneled forty-two inches from the floor, the upper portion being fitted with a brass grill. Electric lights on the corner posts materially aid in an artistic as well as useful manner. Double acting gates on either side provide entrance to the office. The entire interior is built of quarter-sawed white oak, finished in French gray.



Exhibit at I. & M. Convention.

AMONG those having exhibits at the convention of the Importers' and Manufacturers' Association, held at the Palmer House, Chicago, during the week of August 5th, were the following Chicago concerns:

L. Baumann & Company, I. L. Bradford & Company, J. C. Bodine, Schack Artificial Flower Co., Superior Brass & Fixture Company, Polay-Jennings, Wallbrunn-Kling, Adler-Jones, Morris Leon Mfg. Co., and Modern Art Studios.



Introducing New Line

“**D**OES it pay to give up valuable window space for introducing sale of advertised products?” Perhaps every merchant has at some time asked that question, and, given the trial, the answer has manifested itself in no uncertain manner.

Yes, it does pay to give window space to nationally advertised products, and it pays well.

The illustration below shows how E. J. Berg, display manager for Burgess-Nash, Omaha, Nebraska, introduced a new line of men's shirts. The display man's prime object was to popularize and stereotype in the eyes of the passersby the name of this particular brand of shirt, and in this he succeeded.

The poster effect of the background was striking in style and color, and was so out of the ordinary as to make a strong appeal to people riding by in street cars. Many alighted at the next corner and went back to inspect the unusual display. The small descriptive pamphlet distributed in the shirt department and stating the special features of this particular line of shirts was enlarged and placed in the window, and told its story in a forceful way.

If it proves profitable to Burgess-Nash to put in these displays it will pay any merchant to do the same, not only in men's wear but in other lines.

Mr. Berg, the display manager, holds that too little attention is given to straight merchandise displays. Such displays do not have a lasting punch.



PLATE No. 1000. DISPLAY BY E. J. BERG FOR BURGESS-NASH OMAHA, NEBRASKA.

How to Pay The War Bill

*Millions wasted by use of poor tools in all trades—
Retail Stores overlook opportunities for economy—
Fail to utilize resources—Only eradication of recognized evils can overcome tremendous expenditures.*



By D. B. Bugg

IN THE days of long ago, retail stores were judged almost solely by the quality of the merchandise offered for sale. It mattered but little what sort of front the store had, how it was lighted or with what kind of shelving and counters it was equipped. Service of any sort was an unknown factor and its absence failed to influence the volume of business.

Today things are different. The appearance of the store, the service, and these terms are in reality synonymous with salesmanship, are highly important factors. In fact, it's about "fifty-fifty" between the quality of the merchandise and the salesmanship. Yes, today things are different and they are becoming more different all the time.

The fact that this is a seller's market right now and that the consumer must take what he can get or go without has no bearing on the subject because this condition is but temporary.

People have been inculcated with the germ of service and when conditions again become normal, that temporarily dormant germ will become more rampant than ever before.

At Close of War—What Then?

The close of this war will bring about the end of a definite era in the commercial as well as in the political history of the world. Drastic changes in methods will undoubtedly take place. But unless an absolutely socialistic form of government and of living comes about, and few believe that it will, competition for trade in all branches of business will be as keen as ever.

In that competition, the efficient will succeed and the inefficient will fail.

The retail merchant who wishes to be numbered among the successful ones of the future, and this statement applies with equal force to every ambitious executive in the store, must be more ready to eradicate defects from the selling system and organization than he has been in the past and must more quickly make use of improvements as they are devised and established.

To definitely exemplify the point, take the matter

of display windows. Anyone with a knowledge of what constitutes good window construction could walk along the main street of almost any city, examine, say twenty store fronts and find glaring defects in construction in at least ten of those twenty windows.

Now, why in the name of common sense should that condition exist?

The things that make for good windows are definitely and positively known and they have been published broadcast. Defective methods of window lighting have been pictured and described times without number, the kind of backgrounds to use and the kind to avoid have been definitely determined, and other features which detract from the value of those windows have been shouted from house tops. And yet, even in cities which are counted as progressive the offensive conditions continue to exist. It surely cannot be due to ignorance, it must be pure bull headedness.

Correct Devices Cost No More

The same thing is true of other details of both animate and inanimate forms of salesmanship. Counters and cases and shelving are still harbored within the walls of many store buildings which long ago should have been relegated to the junk heap. They not only detract from the appearance of the store but they actually prevent the store's sales forces from working in an advantageous way.

Then again there are many interior lighting systems which it should be a criminal offense to use. They prevent sales from being made and they work a hardship on the eyes and on the nerves of both customers and sales clerks.

Systems for handling cash and for authorizing charge sales have been used and are still being used even though they have been proven beyond all vestige of doubt to consume needlessly the time of customers and clerks, to breed errors and dishonesty, to increase the work of auditors and to make it impossible to keep records accurately.

Over measurement and under measurement of piece goods have been shown to be a species of extravagance comparable with the money dispensing tendencies of

the proverbial "drunken sailor" and despite the fact that sure and certain methods for remedying the evil have been found and their merits convincingly established, many merchants fail to adopt them.

But why expatiate further on this category of evils? Every merchant who makes the barest pretense of keeping pace with the times knows where he stands. The trouble with a good many business men is that they suspect that the promoter of new devices is trying to make a profit on the article he is selling and they allow this suspicion to overweigh their good judgment. They are like the farmer who once lost a dollar in the shell and pea game and forever thereafter turned a deaf ear to every importunity to make any sort of an investment. It's true that he kept his money but he got mighty little good out of life.

Well, as said before, the day is coming when the use of the most efficient methods of selling and the most approved forms of equipment will not be a matter of choice. They will either be used or else the store will not be tolerated.

In charity, let us assume that there are some merchants and store executives who do not know what constitutes the best sales methods and equipment, according to modern standards. If there are any who really do not know, it is high time to find out about these things.

Read the Trade Journals

Read what is written in the trade journals, find out what the manufacturers of equipment are offering, inquire of other merchants what methods they are using, visit other stores and do what is possible to modernize your mind.

One of the valuable lessons being taught business men by the war is that half-way measures are a false economy of energy.

In the first year after we entered the war, we thought that we were accomplishing big things. Later developments showed that we were only half working.

No individual or set of individuals could be blamed for the relatively small amount of real work that was accomplished. It was simply the old American way of thinking that things would come out all right somehow.

Then we saw our mistake and some real men took off their coats and went to work. A change took place almost over night, ships began to leave the ways and railroads began to carry freight as no one dreamed it could be carried. In other words we saw that half-way measures were futile and that to really accomplish anything, a full head of steam must be carried.

Merchants Learn From War

The merchant of today should certainly profit by this lesson. If a system or a device is known to be defective and other better systems or devices are known to exist, there should be no temporizing. The most efficient method should be the only one that is given consideration. If a window lighting system is found to reduce the effectiveness of the display by 25 per cent, that system must be done away with and the better systems installed.

The best method or device for doing any part of the work in the store should be adopted both because of the better results obtained and also because the better method or device usually reduces the amount of human labor required to perform any given task.

Before this war is over, and paid for, the people of this country are going to swallow some bitter medicine. But it will result in cleaning our systems of sluggish blood and we will be better business men for it. We will eliminate the inefficient and cling to that that is good. The old law of the "survival of the fittest" will prevail.


The far sighted merchant, with his eye ever on the future had better face the facts as complacently as possible.





Daylight Made to Order

Scarcity of good light in many stores and the troubles due to errors in color matching have made production of artificial daylight a necessity — Methods employed to obtain good results.



SOME rather serious difficulties, experienced recently by the Government in its efforts to standardize the colors of the uniforms in different branches of the service, have emphasized the necessity for a method or a device by which colors can be accurately matched.

As a result of inaccuracies in color matching by daylight many uniforms have been produced which when seen under artificial light showed that the coat was of one color, say a light brown, while the trousers were a faded green. Even worse mismatches have occurred in that garments have been turned out with sleeves of different colored material from the balance of the coat; or one leg of a pair of trousers have been one color and the other leg has been different. In fact many ridiculous defects of this kind have been discovered in the past year.

Camouflaging vessels passing through the submarine zone has been thought necessary but the fighting man doesn't care to look that way when there is no military advantage in it.

An Old Problem with Merchants

The difficulties of the Government authorities in this matter have been experienced by merchants and their customers for many years. The losses taken by the stores of the country due to goods returned by the customer because of troubles in color matching have been enormous.

The reason for these troubles and the principles upon which the devices to eradicate them are founded, can be easily understood if we recall a few lessons relating to the subject of light which were taught in school by elementary physics.

All light, whether it be natural daylight or artificial light, is composed of light rays of different colors. The rays composing daylight are revealed by the rainbow, a phenomenon which does to daylight what the chemist does to any composition or substance under analysis.

The Quality of Daylight Varies

Ordinarily we might suppose that the word "daylight" described a light which did not vary.

But, when doing any kind of work in which extreme accuracy plays an important part, we find that there is a great variation even in daylight. Its quality is changed by certain influences. Passing clouds, the condition of the atmosphere, the season of the year, the proximity to the ocean or to other things of strong color, such as green trees, and red brick walls, all have a tendency to influence the character of the daylight which surrounds us.

The rainbow shows that the colors of the light rays composing any daylight are violet, blue, green, yellow, orange and red. Now if the daylight which surrounds us is influenced by the reflection from a forest of green trees, the green rays will be present in larger quantities than when the daylight reaches us without any influence acting upon it.

In the presence of so many possible influences, it can readily be seen how difficult it is to take any given light and pronounce it "pure unadulterated daylight."

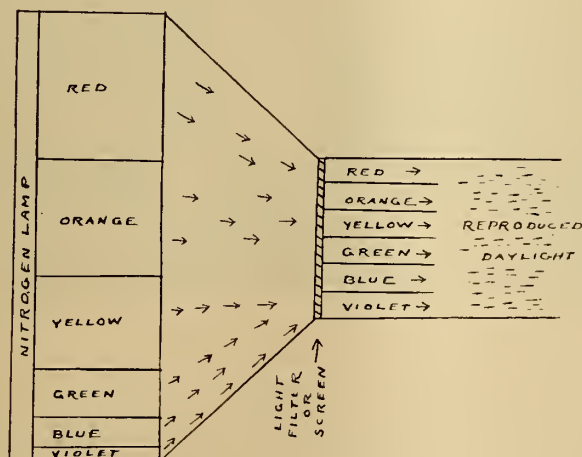
If we would be extremely exact, we might safely say, that there isn't any such thing as pure daylight, but for all practical purposes we can assume average daylight to be composed of the different colored light rays, above mentioned, all present in equal quantities. Unless there be some reflecting surface present which will manifestly influence the character of the daylight, such as a high red brick wall, quite near to us, two pieces of material which match in one daylight, will match in any other daylight, and for this reason average daylight, as we ordinarily term it, is a perfectly safe light in which to make color comparisons.

All Light a Composition

Artificial light, whether it be candle light, gas light or one of the numerous forms of electric light, is made up of a mixture of different colored light rays, just as is daylight. But the amount or proportion of each one of these colors of rays is different in the various forms of light. For example, there are more green light rays in gas light than in the light emanating from the tungsten lamp and more red in the tungsten lamp, in proportion to the

blue rays than in daylight. One light may have more rays of orange in it than another, while a third light, when it is analyzed, may be found to contain a larger amount of blue rays.

As the color of an object or a piece of fabric depends absolutely upon the color of the light under which it is observed, it is but natural and regular that a certain object when seen in one light will apparently be a certain color and when seen under another light, it will be remarkably different in color. Two pieces of fabrics may appear to match



The light from the nitrogen lamp is composed of different colored light rays, the proportions of each color being approximately as indicated by the spaces on the left side of the illustration.

After passing thru the light screen, the resultant light is made up of rays equal in volume, the same as daylight, altho the volume of no ray is increased as might be inferred from the diagram. Of course, there is no such separation of rays as indicated by the diagram which is presented simply to illustrate the principle of the light screen.

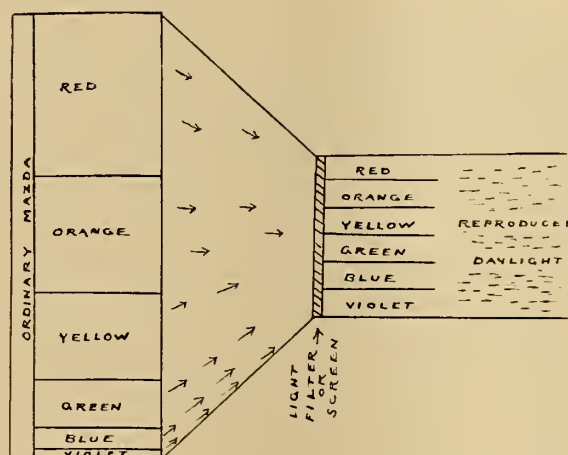
in one form of light, both of them seeming to be a soft brown of precisely the same shade, but when seen under a different light one of the pieces may retain its original soft brown color, while the other becomes a faded green or some other color totally different, the difference depending upon the fabric and the dye.

With a thorough understanding of these facts, it will be seen readily that many problems connected with merchandising, such as the return of goods "because they didn't look the same at home" and the sampling evil, now somewhat restricted but still a source of considerable waste, could be appreciably lessened if the colors of materials could be shown in any light in which they are apt to be worn or used, which is invariably both daylight and ordinary electric light. To meet the requirements, then, both daylight and average artificial light should be available at all times in all departments in which the color of the merchandise sold is an important factor.

Daylight Scarce in Stores

In most stores daylight is scarce even in the long summer days. In winter it can be depended on only in exceptionally good weather and then only for a brief period of the brightest days. The result is that customers will examine the colors of fabrics under the artificial light and then, in order to determine its daylight color, they will seek daylight in some other part of the building or even go outside the doors. Of course this entails much lost time and wasted energy on the part of the salesclerks and it also results in lost business because of the difficulty on many days of the year in finding sufficient daylight in which to make a careful examination. Every merchant knows that a large percentage of deferred sales are, like wasted moments, lost forever.

For many years, scientists have been endeavoring to produce artificially, light of the same composition as pure daylight. This means that from artificially produced light, there must be removed those excess light rays which cause a distortion in the



The diagram shows the approximate quantity of each color light ray given off by the ordinary Mazda lamp. The excess red, orange and yellow has a tendency to destroy the color value. By the passing through the light filter or screen the excess quantity of rays is removed and the resultant light is composed of light of approximately equal quantities with the result that the composite light is then approximately the same as pure daylight.

color values and still leave a light of brilliancy sufficient to approximate daylight on an average day.

Daylight artificially produced would have an advantage even over natural daylight in that it would not be subject to changes due to climatic and other influences beyond human control.

How Daylight Is Made

Many devices have been produced for which their promoters made broad claims but the difficulty has been to find devices which would give invariable results with all colors. The removal of the distort-



PLATE No. 1001. DISPLAY BY C. R. MORGENTHAU FOR NEWMAN'S, JOPLIN, MISSOURI.

ing light rays from the artificial light has usually been accomplished by the use of dyed gelatines and various combinations of colored glass which would absorb the rays causing the light to differ from daylight and allow only those to pass through the glass which would in their composition be the same as daylight.

Needless to say, these glasses or light screens or filters as they are called must be absolutely uniform and maintain their color. They must not fade and of course should not have the color applied to the surface of the glass in such a way that it can be washed or scratched off.

Before using any apparatus for which claims are made that it will reproduce daylight, the merchant will do well to ask for a clear explanation of the causes which give the desired result and of course make tests with certain hard or changeable colors in direct comparison with natural daylight at a window where the light is free from reflections from brick walls, green trees and other reflecting surfaces.

Such a device would not be a cheap piece of apparatus, but, of necessity, one of scientific construction from which dependable results can be expected.



I. A. D. M. CONTEST—CLASS 1—LIMIT—WOMEN'S WEAR—1ST PRIZE, H. H. TARRASCH, COLUMBUS, OHIO.



Notes from New York

Lord & Taylor's experiment with woman display manager not a success—Golden Jubilee at Rosenbaum's—Preparations for Fourth Liberty Loan Campaign—"Truly Warner Fronts"—Innovation at Wanamaker's—Other notes of interest.



By F. F. Purdy

ANOTHER change has been made at Lord & Taylor's. Two months ago we noted in some detail the accession of Mrs. Wolf to the post of display manager, a topic which was generally discussed among the fraternity. We noted her previous connection with the advertising department of the house, which developed into a sort of advisory interest in the window displays, the resignation of Mr. Rossiter, and Mrs. Wolf's appointment to that post. As an experiment that had not been attempted in this country on a large scale at least, it was viewed with great interest. Mrs. Wolf had some clever ideas, but the operation of the display manager's department, day in and day out, represents far more than that, and evidently a kind of hustle, origination and labor that is hardly suited to a woman.

Mrs. Wolf is still with Lord & Taylor, but has nothing to do with the windows. She has been succeeded by John J. Hannagan as display manager, who has many friends that will be glad to see him once more connected in this way with the trade. Mr. Hannagan was some years ago display manager for R. H. Macy & Co. Afterward he became an instructor in a well-known local window trimming school, and then connected himself with the Co-operative Merchandise Co., who put up displays for manufacturers, having as clients some of the largest national advertisers in the country. His varied experience should stand him in good stead in the work of maintaining high class merchandise windows at Lord & Taylor's, and of the high grade demanded by their class of merchandise.

Another change is brought by the resignation of Mr. Jacobs as display manager for James McCreery & Co., and who goes to Norfolk, Va., we understand with a specialty house. He is succeeded, temporarily at least, by his former assistant, John Beyer. William Tishman, so long identified with McCreery's in the same capacity, is at Hahne's, Newark, as stated in our last issue, where he is doing the excellent work that might be expected of him.

Jack Boyce, display manager for The Rosenbaum

Co., Pittsburg, was in New York for a few days last month securing needed supplies for his setting in windows and interior for the golden anniversary sale to be held by that firm beginning about the middle of September. With the opening of their fine new building some four years ago, The Rosenbaum Co. sprung into prominence and far greater popularity, although this house is completing fifty years in business. The scheme of decorations will naturally be golden, which will comprise the settings of all the windows, and the first floor as well. Some of the windows will contain displays of gowns and general wearing apparel current fifty years ago, contrasted with the fashions of to-day. Mr. Boyce promises something strikingly unusual and the event will be watched with interest.

Robert E. Jones, formerly with Gimbel Bros., and for three months past display manager for G. Fox & Co., Hartford, Conn., spent his vacation in and around New York, leaving for home about the middle of August. His mother lives in New York, a factor which held him here longer than otherwise. Mr. Jones has the windows of a large, fine store to oversee and expresses himself as much pleased with the progress and possibilities in his new field.

Flag Display at Best's.

Mr. Trehwella, at Best & Co.'s, has a fine showing of flags of the nineteen allied nations, draped overhead through the main aisle from front to rear, and covering it—an appropriate auxiliary decoration for the opening advertising campaign for the fourth Liberty Loan. Best & Co., by the way, have opened up their entire fifth floor for a "men's shop," to contain everything for men—clothing, furnishings, underwear, shoes, gloves, etc. Thus there will be in this concentration an atmosphere appreciated by men, who do not feel at home making their selections where they are flanked on one or both sides by women and children.

One by one the young assistants are drafted to go to the front, one of the latest being John Warren,

one of Display Manager Hopkins' staff at Gimbel's, who has been there since the opening of the store. As at most other department stores, Gimbel's ran a big furniture sale during August, with some unusually fine furniture windows in, combined with upholstery goods, floor coverings, bed linens, etc.

Ready for Big Drive.

It is hard to overestimate the importance to the promotion of the campaigns for the Liberty Loan of the displays in the windows and their lining up for a specific object. The organization of the display managers of the country to more thoroughly and unitedly promote the Liberty Loan, that starts Sept. 28, and other patriotic campaigns is right in line with the broad policies which dominate the national administration of all departments supporting the vigorous prosecution of the war. The national committee appointed to represent the display managers of America has its location in the Metropolitan tower with the national division of advertising and will proceed to organize the forces for display in all cities and towns of over 4,000 population. Of this committee Mr. C. J. Potter is chairman; Mr. D. B. Bugg, secretary; the other members being Mr. E. D. Pierce, Mr. A. E. Hurst, Mr. Wm. Brink, Mr. Jas. Trehwella and Mr. Hopkins. Mr. Harry Bird, of Wanamaker's, is chairman of the New York department, and will have to do with the work here especially, helping to regulate the use of window display space for patriotic purposes, standardizing the displays, to avoid confusion and waste.

Meetings of the national committee have been held with the advertising division and preliminary arrangements for the opening exhibits made. At this writing it is understood that the first displays will be put in about Sept. 12. This would be a good early date in order to have plenty of time to prepare the public mind for the start of the campaign Sept. 28, and get stronger action, much more prompt than with a campaign for a few days. We shall doubtless see some unusually fine work, and even better displays, if possible, than in previous events. Of course there will be provided a collection of new posters and other material to aid in making the big dent in the public mind. The New York department stores have rendered a cooperation, liberal and unstinted, to the government, that is worthy of all praise, the heads serving on committees and performing many valuable services unasked and of their own initiative.

Fronts that are Different.

The doom of straw hats will be sealed and the gun go off this fall, no doubt, Sept. 15—or, to be exact, the 14th, as the 15th is Sunday. Hence, the hatters' windows will probably bristle with new styles a week before, when the fall hat campaign may be said to begin. The "chain" hat stores, and other "hatteries" put up some good windows, but without detriment to any, it will be generally admitted that Truly Warner's windows and fronts are different. There is, by the way, such a person as Truly Warner. Truly Warner is not a *nom de plume*, a sort of corporate identity, a name like some



I. A. D. M. CONTEST—CLASS 4—LIMIT—FOR BEST DISPLAY OF FURS—1ST PRIZE, P. W. HUNSICKER, GRAND RAPIDS, MICHIGAN.



I. A. D. M. CONTEST—CLASS 5—LIMIT—FOR BEST DISPLAY OF LINENS—1ST PRIZE, WALTER K. BEST, MARIETTA, OHIO.

competitor of the big retail cigar combination of whom one is not sure whether such a person exists or not. But Truly Warner is a bodily entity, who eats, votes and does other things just like anybody else, although he puts up different fronts from anybody else. Of this we are assured by the head of his display forces, H. F. Lauter, who has occupied his post for some nine years. We understand that Mr. Warner is very much in touch with things, and emits orders and notices from his eirie at 12th street and Broadway. Mr. Lauter has his headquarters in a large space at the rear of the store at 811 Broadway, below 12th street, and here is the shop where all the unique signs, shades, fixtures, cut-outs, etc., that appear in all the thirty Truly Warner stores are made.

We found Mr. Lauter bending over a big table on which was a sheet where on the left side were the names of the thirty stores, right down in vertical order, between lines running straight across the page. Then across the top, each between vertical lines, run the entries for the supplies necessary for each of the stores, beginning with tan felt, then ecru shades, red oak foliage, chrysanthemums, window scenes, crepe paper, turn tables, brown strips, plateaus with floor covered, wall paper for panels, wall paper for sash, wall paper for corners, etc. Evidently when he has the material of any kind ready for any store he fills in the right space with note of same. When all spaces are filled in he knows all the material is ready for every store and then he can sleep nights. At the time of writing this he was intent on getting the material, and as every one in the business knows, it has been no joke getting some of the necessary fabrics like felt

and velours in sufficient quantity in the right shade, to say nothing of other materials.

The thirty Truly Warner stores are scattered over the country from Boston to St. Louis, with a dozen in the Metropolitan district. Mr. Lauter makes the rounds of all the stores twice a year. For each season the big fiber cases to hold the material for each store are put in commission, all the objects to go in each are checked off and the big cases despatched. On receipt the windows are put in by the local people, from photographs and diagrams sent which have numbers and symbols attached, a descriptive letter accompanying same, so that any man of ordinary intelligence can install the window complete, sometimes in the belief, when he finishes, mayhap, that he is a crackerjack of a window decorator.

Mr. Lauter in Charge.

Mr. Lauter designs, constructs, paints and makes everything himself, with the aid of a couple of assistants. He now does considerable modeling as well. The first model window of a season is put in one of the New York stores and photographed, and that is the basis of the scheme everywhere. Mr. Lauter also makes the drawings for the advertising bulletins, which are installed in the various cities. He is in charge of the interior decoration and frescoing, even going to other cities to perform this work. One of his advertising stunts not so long ago attracted widespread attention—a cardboard replica of one of the double decker Broadway cars, also regular cars, with passengers inside, whose hats showed through the windows, and were of course all correct Truly Warner styles.



I. A. D. M. CONTEST—CLASS 2—LIMIT—FOR BEST DISPLAY OF PIECE GOODS (SILK, DRESS GOODS, ETC.)—1ST PRIZE, C. WALTER JOHNSON, JACKSON, MISS.

Every time the entire set of windows is trimmed 475 yards of shades are required, to cover the running window space, coming all the way from 11 inches to 16 feet in length. No matter what the design may be, it is carried out in each shade alike. The stores are closed every Wednesday at 1 p. m., for as the illustrated placard designed by Mr. Lauter reads, "This is our play day." The stores are opened on Saturday afternoons to accommodate the public, until different hours, according to the needs of each locality. The foregoing is but a brief digest of the system by which the unique Truly Warner fronts are installed. It is worth studying, here and at first hand, for their "different" character is nationally acknowledged.

Short Day at Wanamaker's.

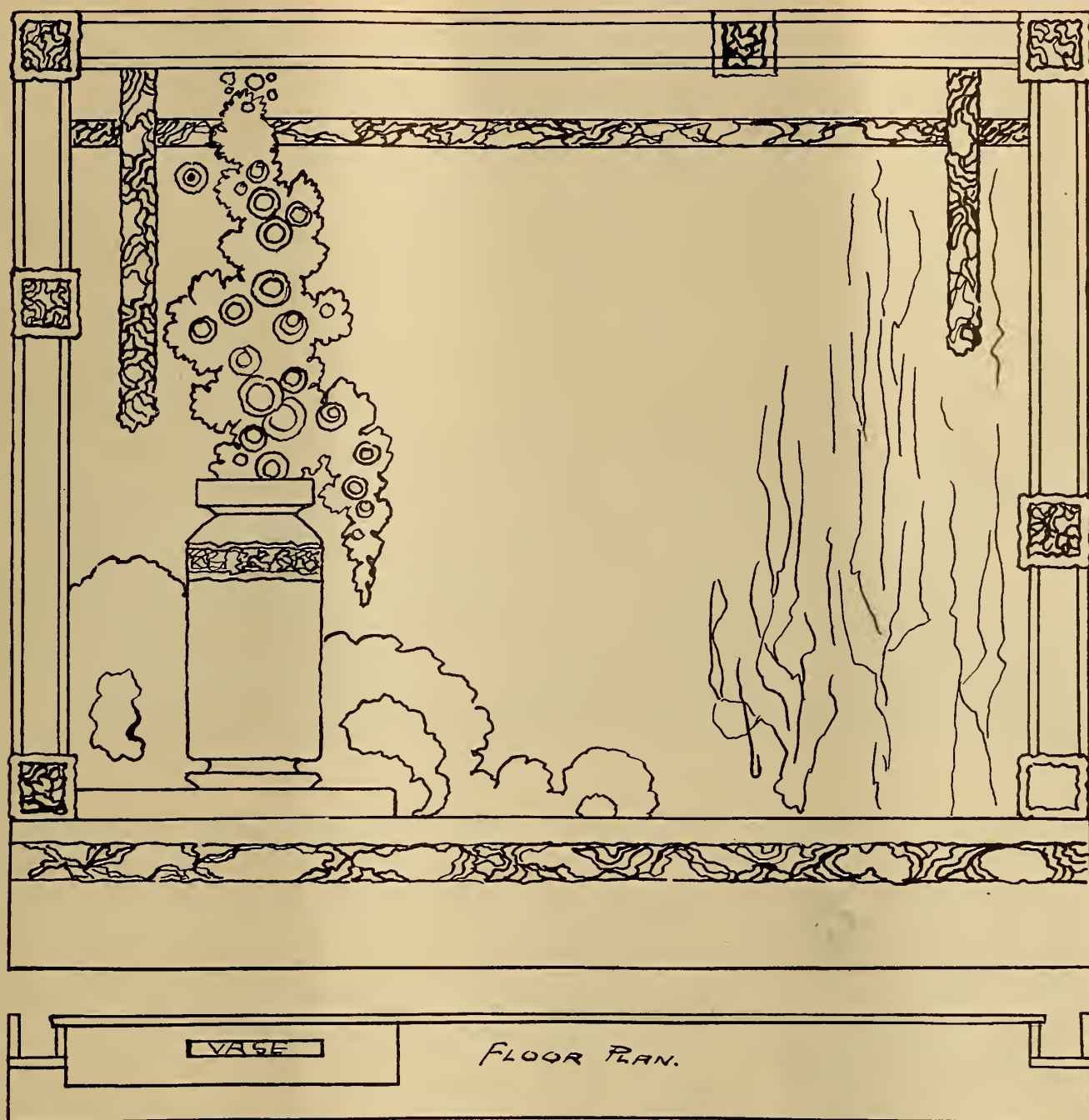
John Wanamaker has come out with a striking newspaper announcement of a 6½ hour day—from 10 a. m. to 4:30 p. m., during the period of the war, as we understand. The reasons are stated in detail, first the conservation of coal in connection with daylight saving; second, to relieve the overcrowded street cars in early and late rush hours. Next, until the end of the war there will be a withdrawal of all privileges of the return of merchandise except where there is clear evidence of fault by the Wanamaker management. The argument for the latter policy is stated thus: "There is an inevitable waste in man-power and mechanical power in sending home and bringing back goods often thoughtlessly ordered. There is a necessity in these times of merchandise scarcity to keep all our merchandise fresh and uninjured, and for keeping our stocks in the store as full as possible for all customers to have a

fair chance to select from, instead of having a considerable amount scattered about in people's homes, liable to possible injury and waiting to be sent back to the store on return calls." Wanamaker's started the Saturday holiday in summer. Here is another startling innovation, the progress of which will be watched with interest by department store managers throughout the country.

Attractive Displays.

Harry Bird, display manager at Wanamaker's has been having a fine rotunda display of flags which is perhaps the most notable shown in New York. It was in the rotunda of the Stewart building. The row around the first gallery was composed of the flags of the allied nations and some of the neutrals. Around the second gallery were the Court of Garter flags, with crests of prominent English families, which were all made in England. The next row was of flags of the allies, and the top row was entirely composed of church and papal flags of France. There were separate stands of American flags, and all were of silk. The display of hundreds of silk flags with their fine array of color, row upon row, was highly effective.

Mr. DeVausney, at Namm's, Brooklyn, continues his series of war displays in the mid-arcade window that draws the crowds and lures them further along to the showing of merchandise in the windows toward the entrances of the store. A recent showing was connected with the operations of the submarines, and with a model of the latest submarine and all sorts of auxiliary objects, the throngs were as appreciative as ever. Mr. DeVausney has been at this work over a year now and is going strong.



Background Suggestion No. 12

The cover design for this month shows an Autumn effect that can be carried out nicely without a great deal of expense. As shown on cover design the painting consists of one tone of color for the sky, which is painted on canvas together with trees and bushes. The large vase and flowers are to be made separately and the stand in of painting as indicated by floor plan drawing. The framework is constructed of wood

while small squares of ornament are made of composition board, decorated and then applied to the framework. The lower base is to be about ten inches high and project towards the front of the window about twelve inches. The small base and vase should be placed as indicated on plan. This drawing is not made to scale and in carrying out this idea you must judge the proportions according to the size of your window.

Window Board Cut-Outs

The practical use of composition board cut-outs appeals to every display man—Offers many opportunities to give displays individuality, originality and action—Suggestions for coloring cut-outs—Illustrating a single idea.



By Homer H. Seay

THE periscope is the eye of the submarine—so is the show window the eye of the store. A store is always judged by its windows by strangers. It's up to the display man to see that his store gets fair judgment.

Did you ever have some idea that you wished to convey to the public through the show window in connection with the usage of some article, or a setting to give the display atmosphere, and no way to express yourself, as you did not have figures that you could place in the positions desired? If so, then you will appreciate the use of cut-outs, as they offer many opportunities to the display man, to give his displays individuality, originality and action.



You will find in every magazine some illustration that will give you an idea for a display, for instance,

last week I saw the advertisement illustrated here. It conveyed just the idea that I wished to express in a showing of new fall silks, i. e., that it was now time for milady to get her materials to her dressmaker in order to have her new fall dress ready in time.

The dotted lines on this illustration are my own, showing the lines on which I cut my cut-out. You will notice that it is laid out in squares. This is known as the square system of enlargement. The method of procedure is very simple. For instance, your small drawing or illustration was five inches high and you wanted to make an enlargement five feet high. You would first lay off your small drawing into half-inch squares, and your wall board into six-inch squares. Now just follow the lines of the small drawing on the wall board, a square at a time. I use white school crayon for outlining on wall board, as it is easily erased if a mistake is made. After sketching, I go over the crayon marks with a heavy pencil, as these pencil marks show through your coloring and help you to follow your lines.

You can readily see by the illustration of the window shown, how I carried my idea into effect, by using the design on the advertisement, for a center setting for my silk display. This is just one of the thousands of ideas that can be put in use to attract attention and convey a thought.

The simplest method of enlargement is with the use of a "Mirrorscope," or post card projector, as they are called. With one of these projectors, you just place your small illustration that is to be enlarged in the back of this machine and focus it on a piece of wall board. Move your machine or wall board forward or backward until you get the proper size, then take a soft pencil, crayon or charcoal and outline.

To cut these designs out I use a compass saw, and cut about two inches away from the outlines, then I take an adjustable coping saw and saw out on the outline. All edges should be sandpapered after being sawed.

To color cut-outs, I use my regular show card colors thinned out. To make flesh color, I use white,



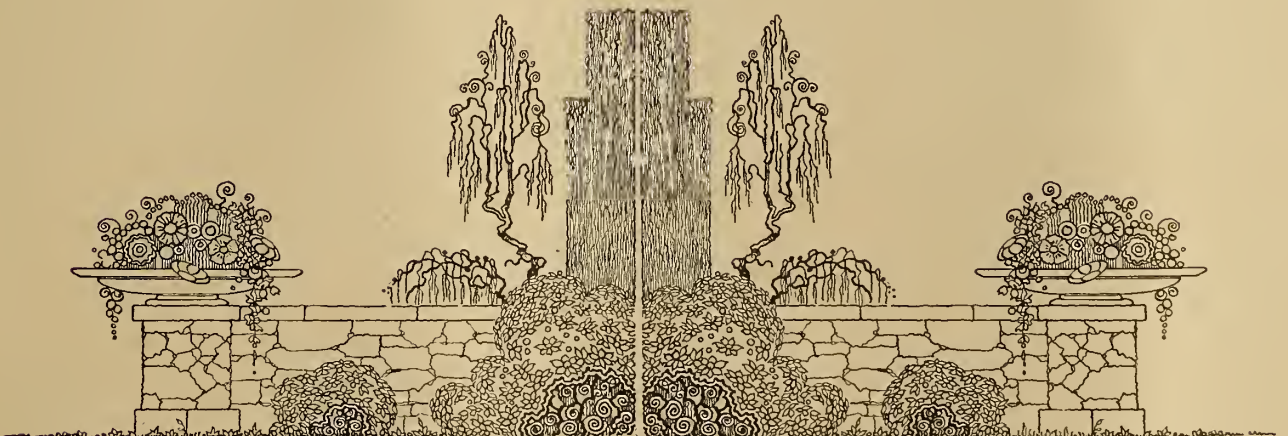
"CONVEYING THE IDEA," BY HOMER H. SEAY, WALKER DRY GOODS COMPANY, CHARLESTON, W. VA.

with just enough red added to make a light pink, then add a touch of yellow. When I paint a face I put on a deeper tint of pink on the cheeks while the paint is still wet so as to blend easily. After coloring with water color, shade with the air-brush, if you have one.

After cutting your design out, glue or nail strips on the back to keep cut-out from warping and breaking. If you have to nail the strips, nail from the face, or wall board side. The paint will cover the nail heads.

I have written this article for those who make their own fixtures. For those who want to buy cut-outs already made there are a number of supply houses who sell them, or you can have them made to order according to your own designs.

Help our Government in the Fourth Liberty Loan drive, starting September 28th, by putting in a patriotic window or two. Wall board cut-outs will help to convey some appealing thought to the passerby—use them.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING			
"Harmon's Journal of Window Dressing"	- - - -	Established 1893	
"The Show Window"	- - - -	Established 1897	
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903	
"Merchant and Decorator"	- - - -	Established 1905	

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**Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.

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September, 1918

Discourage Job Shifting

THE Department of Labor of the United States government has prepared and is sending out a series of advertisements the purpose of which series is to call attention to the government employment service as a means to increase the efficiency of the workmen of the country. The government employment service is trying to place men in jobs they can best fill, "The right men for the right jobs will win the war," being one of the slogans.

In addition to placing the right man in the right job, the service bureau wants him to stay there, as a very great loss in efficiency is due directly to the shifting of workingmen. There are many causes for this shifting, chief among them being the dissatisfaction with working conditions. Men are attracted to other positions where wages are higher, and men taking positions for which they are not fitted.

There are many cases on record that show nearly a 100 per cent shifting in labor and with conditions existing today this shifting is not assisting

the government in its tremendous tasks. The government employment service deserves the hearty support of employers and employees.

Display Men Essential

IN RESPONSE to many inquiries received at this office recently, we are able to announce with full authority that the "Work or Fight Law" does not apply to display men.

In order that definite information on this subject might be secured, Provost Marshal General Crowder was asked for a ruling in the matter, and the following reply was received:

Your communication of the 13th instant to the Provost Marshal General has been referred to this office for reply.

You are advised that window trimmers or window dressers, if primarily engaged in that occupation, are not included within the operation of the regulations which provide for the withdrawal of deferred classification and order number of registrants found to be idlers or engaged in non-productive occupations or employments.

By direction of General Sherrill,

(Signed) F. S. Hutchinson,

Major, Inf., U. S. A.

To Combat Dead Beats

A RECORD of dead beats and a system by which to prevent them eluding creditors and continuing their fraudulent practices from city to city, are to be established by the Retail Credit Men's National Association, according to a vote of the association at its convention held recently at the Copley-Plaza Hotel, Boston, Mass.

The credit men of the country were urged by speakers at the gathering to prepare themselves for the sudden changes that may come during the reconstruction period after the war. It was said that prices may decline as rapidly as they have advanced, and that, as a consequence, there may be as many business failures as during the war.

"It is neither wise nor economic to tie up capital in large amounts during the war," Chairman Cuddy said. "Carrying individual credits beyond the short period should neither be asked nor allowed under the present conditions. The customers should look at this question as a war-time issue. They should be shown that the observance of this plan will keep at a minimum the total sum of individual credits and release capital that might be required in the national defence."

OWING to lack of space in the August MERCHANTS RECORD AND SHOW WINDOW it was impossible to reproduce all the prize winners in the I. A. D. M. window display contest. The winning photographs in the open classes were reproduced,

and it is also our intention to have halftone illustrations of the first prize displays in the limit classes and show cards as space permits. Several such winners will be found in this issue and a number will be shown in each succeeding issue until all first prize photographs have been reproduced.



The Merchant's Loss

LETTER came to the desk of the writer the other day from a display man who had recently taken a new position. It read something like this: "When I accepted this position, I was told that I would have everything I needed to work with. I now find that the fixtures are a lot of junk and the owner of the store refuses to buy any more. I will not stay here and am now looking for another position."

Now just see how short sighted was the owner of this store. The display man in question is a good one. He knows his business and if given a show he can put in some crackajack windows. Before the unhappy display man took the position, the place had been open for quite a while and there had been trouble in getting a good man. And now he is looking for another position. When he leaves, the windows will suffer, the store is bound to lose some business and there is going to be more trouble than ever before in finding a man.

Wouldn't it have been cheaper for the owner of the store to spend a little money on fixtures—not necessarily a lot, mind you, but enough to give the display man a few good tools to work with?



Big Saving in Boxes

RETAIL merchants report that progress is being made by manufacturers, in conjunction with distributors, toward new methods of putting up goods, especially boxing, in order to save paper stock and also to lessen the size of packing cases, so as to economize space in freight cars and other carriers. Knit goods manufacturers, in particular, are expressing the desire that retailers will understand the reason when they find that hosiery and other lines comes to them unboxed. The mills and selling agents further ask that the retailers will themselves put such goods into the cartons they are now using.



New Series of Cover Designs

THE cover design of this issue is the last of the first series of twelve full-color background suggestions, one having appeared each month on MERCHANTS RECORD AND SHOW WINDOW cover since October, 1917.

Beginning next month another series will begin, this new series to be along architectural lines, offering valuable suggestions in the displaying of merchandise, construction and installation of back-

grounds, and will also show the various color combinations to be used with certain merchandise and for the various seasons.

The first series proved so popular with display men and merchants that hundreds of these men have written to this office urging that this practical and instructive feature of MERCHANTS RECORD AND SHOW WINDOW be not discontinued.

These letters and requests to continue such a feature are not our only assurances of the practicability and popularity of the full-color background suggestions. We have on hand a large number of photographs of display windows the backgrounds of which are duplicates of those shown in the series. Several of these have been reproduced in MERCHANTS RECORD AND SHOW WINDOW and give first-hand evidence of the value of the full-color background suggestions to the display man.

The second series, the first of which will appear on the October cover, will be as valuable if not more so than the suggestions offered in the initial series, and it is suggested that display men keep the covers in good condition, as framed the twelve designs present a beautiful gallery.

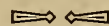


Our Monthly Prize Contest

THE MERCHANTS RECORD AND SHOW WINDOW awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1918 have been made as follows:

Albert Gregory, Sidney, Australia.
Henry A. Remillard, Holyoke, Mass.
C. R. Morgenthau, Joplin, Mo.
E. F. Gillen, Syracuse, New York.
V. L. Carson, San Antonio, Tex.
Leslie D. Slack, Bloomington, Ill.
Clement Kieffer, Jr., Buffalo, N. Y.
H. H. Tarrasch, Columbus, Ohio.

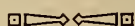
Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



THE MERCHANTS RECORD AND SHOW WINDOW annual contest for 1918-1919 will open in October. Watch for the page announcement in the next issue.

Value of High-Class Draping

Series 2—Article 9



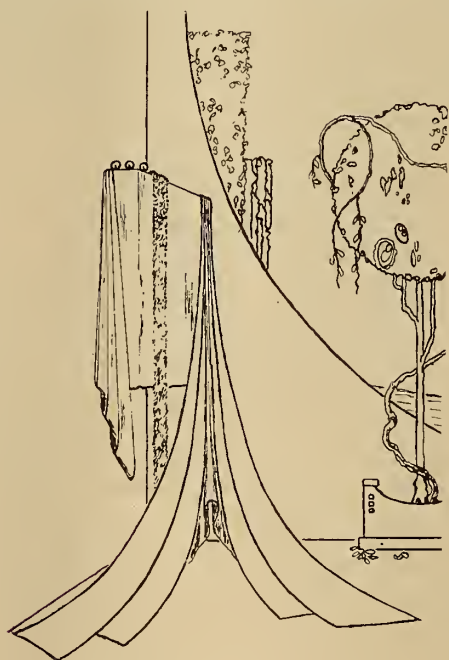
By T. Guy Duey

IT has been my object in most of these articles to emphasize the use of figure drapes for most fabric displays of the medium and better classes of materials. This is very logical but we find many display men are prevented from using figure drapes by being unable to thoroughly grasp the simplicity of the methods of such draping, and for various other reasons.

Where the use of attractive figure drapes never fails to have a great deal of pulling power both direct and indirect, nevertheless, the men who are unable to use such drapes also have an excellent opportunity to carry out numerous effects that are highly artistic with the aid of a suitable setting and some carefully selected drape standards, together with care-

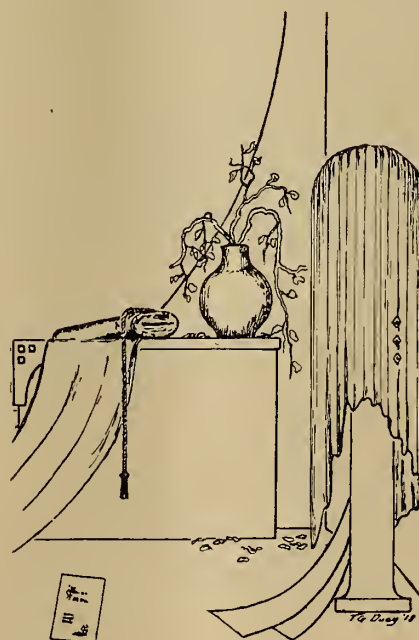
words, the color may be excellent and still be displeasing through improper handling, or a poor color may be forced by perfect arrangement.

As a suggestion for an attractive, highly artistic display of fabrics without the use of figure drape



fully handled merchandise. The handling of colors perhaps is the most vital thing in the success of all fabric displays.

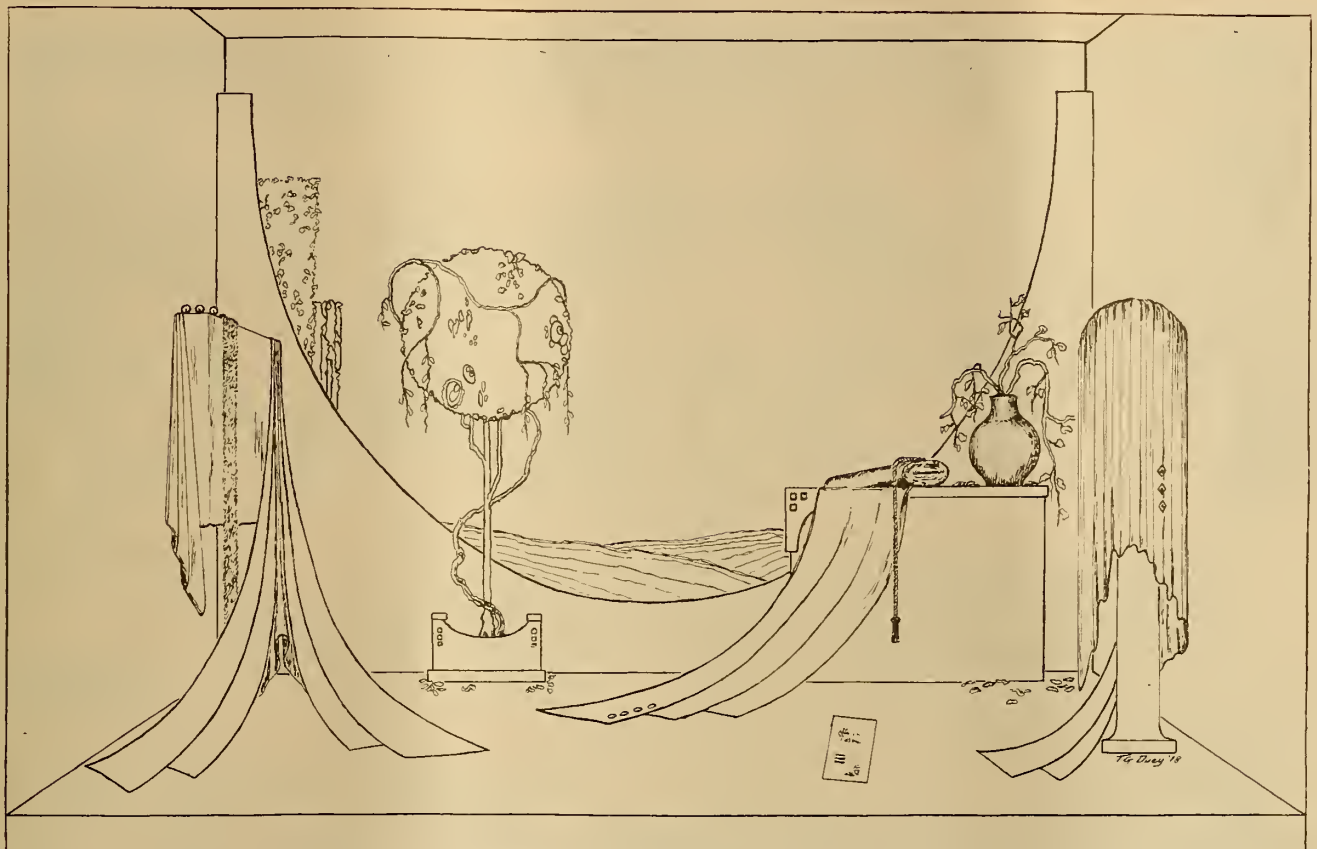
The display man is really the artist who suggests the combination or individual color for the appeal to the color instinct of the greatest number of persons. However, to a great extent the color only appeals in the way that it has been handled. In other



the sketch herein illustrated will answer this purpose and would prove a wonderful display for any house of the best caliber.

The scenic background should be carried out on modern lines, and for a fall display same should be done in the warm tan and russet tones. The circular center and paneling which is used across bottom and ends a few inches in front of the scenic, is made of light lumber and canvas or wall board and painted a light shade of tan. The slab which stands in front of this panel near the right end is made and finished to match. Upon this slab is placed a large vase containing branch or vine with autumn foliage, allowing some of the leaves to fall on the floor.

A little to left of center is placed a conventional tree in a box, with a vine overhanging in an unique way. This tree can be cut out of wall board and



DRAPES AND BACKGROUND SUGGESTION BY T. GUY DUEY, WURZBURG'S, GRAND RAPIDS, MICHIGAN.

painted in purplish tones, the trunk and the vine in dull brown, or the tree may be made of foliage over a wire framework.

The drape at the left is made over standard with an oblong top about 6"x24". Commence this drape by first allowing about three yards to form loop at left front corner. Place selvage along on top edge of board, fabric running from front to rear end, showing full width. Next form a double set of sweeps to floor as indicated. A wide fur band and buttons are suggested as trimming.

At the right end the drape is made over a chopping bowl placed on top of tall pilaster and the arrangement is so simple it needs no description.

The third piece of fabric, the bolt being placed on the slab at rear, the loose end falls onto the floor in long, graceful folds. Here a cord with tassel is thrown over the bolt and buttons used as indicated. The show card fits in very nicely a little to right of center, as shown.



Trade Acceptances Discussed

SPEAKING before the members of Kiwanis Club of Columbus, Ohio, recently, B. G. Huntington of the Huntington National Bank, Columbus, urged the use of trade acceptances. He pointed out that by the use of trade acceptances it will be possible to do a great deal more business upon the same amount of money, and that by this means the trade expansion during the war will be cared for with the

maximum of efficiency. Mr. Huntington further stated that trade acceptances will save the manufacturers and merchants much labor, expense and annoyance.

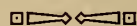
W. H. Mazey, former president of the Ohio Retail Dry Goods Association, opposed the views of the bank cashier, expressing the belief that instead of fastening the use of trade acceptance upon the retailers, jobbers and bankers should show a little more patience with their customers. He considered the cash discount plan much better.



I. A. D. M. CONTEST—CLASS 28—LIMIT—1st Prize, H. H. Seay, Charleston, W. Va.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

OWING to the space required to report the I. A. D. M. Convention in the August number, it was necessary to cut down my article in length.

It was my intention to have beginners start on Caps first and the article is continued this month, as originally written.

Reverting to brush lettering, and the inherent "fear" of the brush in the hands of the novice, I would say, study the form of some alphabet until you know it—then try to get up a little speed.

Take the plug letters, shown in August, and continued here, for example. In many places they are ideal. There's nothing classy about them, but they are good for practice and bold knockout lettering. Work brush to a point—with color fairly thin—then try writing your name with the brush perpendicular, using the end of the brush only.

Just make yourself believe you have a soft pencil in your fingers. Write fast, without raising brush except where you would raise pencil. Do this a couple of hundred times. Start swinging o's as large as a quarter as at end of third line; brush perpendicular; have base and top line. Make a dozen without raising brush. Do this a couple of hundred times. Then make one trial—only one—letting handle of brush drop down to what is known as the proper method of holding a pen; try either of these two exercises and see the way hairs will tangle. Begin to practice on sloped table or bench. Some unwrinkled paper, preferably an uncoated book paper, anyhow a highly glazed surface is to be avoided.

Brush: a six or seven rigger or a brush to correspond in size. Hair, eleven-sixteenths inch long. Color, any, except white. A deep chrome yellow is heavy and I believe you will gain control quicker by using it instead of black, which is light in weight. As a beginner, I would use opaque colors—shunning the glossy blacks for the time being.

Dip brush in color, work it into brush by wiggling it on piece of cardboard, first one side of brush, then the other.

A seven rigger makes a normal stroke same size of exercises and alphabets. It also will make as fine a line as appears in the written names Martin and Hess. A seven rigger was used in this exercise.

It follows by manipulation of color that it will make any width stroke between the two. Rule base line and top guide line three-fourths inch apart. Begin right at top line in exercise one, end at base line; not above, not below it.

In exercise two make the strokes as wide as they are shown—that is, about the height of strokes in exercise one. Try every one the same length.

Now, if you were painting stripes as in one with a brush two inches wide, you would, if you had to, make the same horizontal; give your brush a half turn by shifting your hand.

So with our small brush, to shift from one to two, you simply pull your thumb and first and second fingers in a little closer to your body, throw your hand a little over on the side and your brush handle will about parallel your base line.

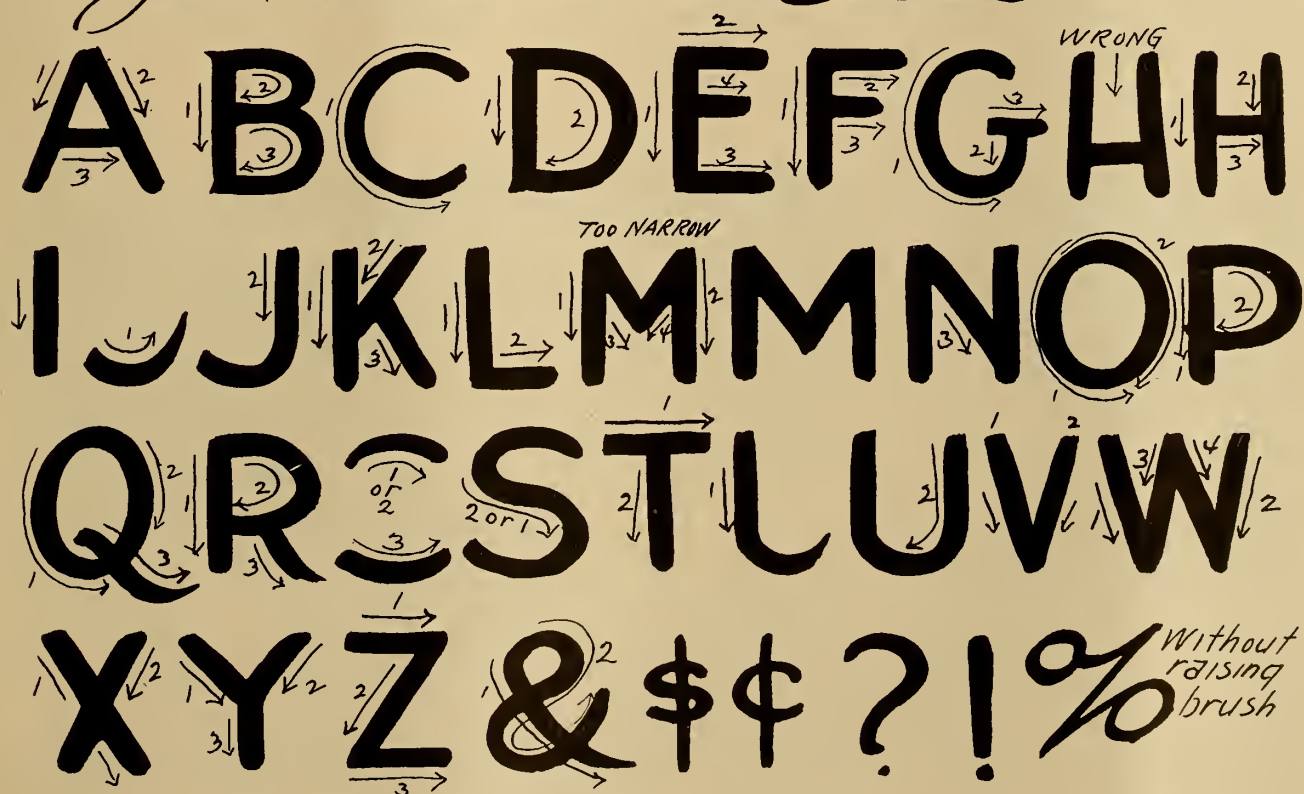
Your paper is squarely in front of you—not on an angle, as in penmanship—you are facing desk squarely. Go on through the rest of the exercises, doing your best for uniformity of stroke.

Your real troubles will begin at eleven and twelve; one of these curves will be easier for you to make than the other. Then try the circle, and as our old friend Albert A. Koester would say, "Make a round circle, not a square one"—and make it "smoose" besides.

When you can make a good, smooth "O" your beginner's troubles are almost ended. Given three hours a day for practice, I'll give you five weeks to make a fair "O."



W. J. Martin R. O. P.
 Geo. Wallace Keen



New Fall Fashions 1918

16-17-18 are made with one stroke by skilled workers—make a stab at them that way—if too hard, use two strokes.

Get up a little speed. Get a free and easy movement. Get strokes as near like mine as you can—mine look bad enough—your's will look worse. I could make stuff so accurate you'd say, "I can never do that." Get busy now and try.

Now, all the strokes used in exercises one to fifteen are used in making the letters shown and by mastering the strokes and fixing the forms of the letters in your mind you will go ahead.

You must learn to concentrate your mind on the forms of the letters. When I was in the school game, I used to ask students plainly and impress it upon them to make a row of circles the size of a silver quarter. When I'd go around to the tables about 75 per cent would show me anything between the size of a silver dollar and a baseball, 20 per cent about the size of a half dollar, and five would be nearly the size asked for—and those five were using their brains.

Get it out of your head that it is the hand that does it—your hand does only what the mind makes it do. Keep on these simple exercises and letters a month.

On card No. 2 is shown the type with the letters spurred. Now some of these spurs (correct name serifs) are rapidly made. For example, the horizontal

Fall Neckwear Neat Effects 75¢

strokes on "F." Your brush is working flat. Throw it around until, if you were to make a vertical stroke it would make a hair line. In this position pull it to the right and at end of stroke give it a quick "kick" down, letting it leave the paper "on the fly."

Now you can use the plug single stroke type in a men's wear window. It shows strength and is easily read, but if you had a smart window in showing the rich effects in silks, something for the feminine eye to feast upon, I'd use a "flowery" and yet a single stroke type, as in Card No. 3, made with a Number 2 pen. But you will say, "I cannot get the hang of the pen."

Refer to card No. 1; here's the same style made with a No. 12 stroke brush. Take the cap "N." Begin at the bottom of first stroke at left. With brush trained flat run up on edge to top. Without raising brush come down to base on middle stroke with a kind of semi-compound curve movement. At the base, without raising swing up to top line. Then put on horizontal curve stroke at left of letter at top. Here's

Genuine
Pussy Willow Javaneseque
*Always look for the
name on the selva*

3

a fast, graceful letter. The Caps "F" are fast too. Make horizontal stroke at top first, then swing down without raising brush to where stroke gets through below base line, raise brush and put on small curve stroke there. Then cross at height of lower case "a."

If you who are timid with the brush, even though an old timer, try making a few hundred of these letters in the manner stated and you will do much toward developing an easy brush style.

Take card No. 1. Suppose you like a black card. Make the caps in yellow or orange; the lower case letters make with a delicate lavender; that is, take a little white and just tinge it with lavender. If a border line is used make it of medium green. That combination will beat white in every way, only remember my lavender is nearer to white than lavender.

In the monthly magazines you will often find some clever hand lettered headings for stories. These often run a year or more and by that time you will have a complete alphabet.

Patriotic Work for Display Men

Their services have been enlisted in behalf of the Government's propaganda—National War Service Committee on window displays and local committees appointed—Every display man expected to contribute his best efforts.



BY FAR the most important duty which display men have ever been called on to perform in the entire history of window display is that of giving publicity, through the window, to the war needs of the Government.

In order that this work might be thoroughly systematized and organized, the Division of Advertising, of the Committee on Public Information, created by an executive order of President Wilson, has appointed a National War Service Committee on Window Displays, with C. J. Potter as chairman. The other members of this National Committee are A. D. Hopkins, James Trewhella, D. B. Bugg and A. E. Hurst.

This committee has appointed local committees in many cities and towns throughout the country, who will work with the national committee in its efforts to plan and carry out the work in the most effective way.

Men of Ability Are Serving

The standing of the men comprising the local committees in the largest cities of the country shows the seriousness and earnestness with which display men are regarding this important work. In Chicago, for example, A. V. Fraser, display manager for Marshall Field & Co., is chairman, and has working with him, J. E. Tannehill, with Carson Pirie Scott & Co.; A. H. Kagey, with Mandel Bros.; D. W. Moyer, with Chas. A. Stevens & Bros.; Wm. A. McCormick, with the Boston Store, and George H. Lamberton, of the MERCHANTS RECORD AND SHOW WINDOW.

In New York, Harry Bird, display manager for John Wanamaker, is chairman of the local committee, and serving with him are Harry Baer, with James A. Hearn & Son, Inc.; Irving Schwarcz, with R. H. Macy & Co.; Herman Frankenthal, with B. Altman & Co., and Edward Munn, with Franklin Simon Co.



DISPLAY BY B. J. MILLWARD FOR MANNHEIMER BROS., ST. PAUL, MINNESOTA.



DISPLAY BY W. L. HEUMAN FOR ZIESEL'S, ELKHART, INDIANA.

In St. Louis, Walter Zemitsch is chairman of the local committee; in Brooklyn, Emil Katz; in Pittsburgh, C. A. Vosburg; in Newark, N. J., J. J. Cronan; in Rochester, E. Dudley Pierce; in Buffalo, Clement Kieffer, Jr. These names are mentioned to show the type of men who are taking hold of the work with full determination that the call of the country to display men for their best services will be met by the heartiest possible response.

Much Progress Already Made

Owing to the fact that the headquarters of the National War Service Committee on Window Dis-

plays is in New York City, more progress has probably been made there than elsewhere, but other local committees are taking hold of the work so enthusiastically that it is only a question of a few days before committees in hundreds of other places will be in good shape to carry on the work.

As soon as the New York City committee was appointed, Mr. Bird called a meeting, so that each member might have a full understanding of just what work is expected of him.

Probably the first large undertaking of this committee will be the supervision of the window work



DISPLAY BY MR. CARRIGAN FOR STRAWBRIDGE & CLOTHIER, PHILADELPHIA, PENNSYLVANIA.

to be done in behalf of the Fourth Liberty Loan. The campaign for this loan opens on September 28th, and continues for the three following weeks. In that time at least \$6,000,000,000 worth of bonds are to be sold.

The actual sale of these bonds is in charge of the Liberty Loan Committees, one of which is in each of the Federal Reserve Districts. New York is in the Second Federal Reserve District, and has a committee which fully appreciates the value of window displays. This committee had already determined that the display window was going to be a big feature of the coming campaign. A canvass had been made of the entire city to locate the windows best adapted for the purpose. Many of these windows were not display windows in the fullest sense of the word, because, in reality, they were the fronts of some of the large automobile showrooms, and other places where the windows were not used strictly, if at all, for display purposes. Other good windows were obtained, but no definite arrangements had been made for installing displays. Whatever plans had been made were somewhat vague, and the men on the Liberty Loan Committee freely admitted that they needed the assistance of experienced display men to make the displays most effective.

Several hundred of these places, located in various parts of the city, had been secured, and in addition

to these, there were several thousand small stores, perfectly willing to make displays, but without the required information as to how to go about making them so that the best results would be obtained.

A Good Plan to Follow

The New York committee decided that the best plan to follow would be to divide the city into zones, each containing about an equal number of windows, and to place one member of the local committee in charge of each zone. It was manifestly impossible for the members of the committee, or for their assistants from their own stores to do all the work that is to be done. Therefore, it was determined to call a meeting of all the display men in the Metropolitan district, explain to them the general plan of operation, and secure their co-operation.

This meeting is to be held early in September, and several hundred display men are expected to attend. The work which they will be expected to do in their own stores will be fully explained and all these display men will be called upon to assist the local committee in placing the displays in the prominent locations already secured, where there are no display men.

At this meeting, dummy windows, containing posters and other suitable material, will be installed, to show how the material to be furnished by the Government can be used to the best advantage in both large



DISPLAY BY C. W. MORTON FOR WEINSTOCK-LUBIN, SACRAMENTO, CALIFORNIA.



DISPLAY BY C. W. MORTON FOR WEINSTOCK-LUBIN, SACRAMENTO, CALIFORNIA.

and small windows. Armed with this information, the display men will be able to make the most thorough and impressive use of the display window ever conceived.

Suggestions for General Distribution

In the meantime, the National Committee will have completed its plans for furnishing suggestions to all local committees in other cities. The dummy windows to be installed will be photographed, showing how the posters have been used, cuts will be made and circulars will be printed. These will be distributed immediately, and in sufficient quantities so that every display man in every city and town where a local committee has been appointed will be provided with a copy for his guidance.

The plans made for carrying on the work in New York has been fully discussed, and it will probably work to good advantage. Other local committees are not obligated to follow this plan, but they are urged to perfect their organizations at once so that the immense power and influence of the window may be used in the best possible way.

The urgent duty devolving on display men who have been appointed, either as chairman, or as a member of a local committee, is to take action at once so that every city will show by its windows that the display men are working for the success of the loan.

As previously stated, several hundred local committees have already been appointed, but the amount of detail in connection with the work has been enormous, and the National Committee has not yet had an opportunity to cover the entire country.

Volunteers Needed in Many Places

Where there are cities or towns in which local committees have not yet been appointed, it is the patriotic duty of some local display man to communicate at once with C. J. Potter, Chairman National War Service Committee on Window Displays, Division of Advertising, Metropolitan Tower, New York City. In writing to Chairman Potter, the local display man should give his full name, the name of his store, and the names of other display men and the names of their stores, who he thinks will be able to serve with him in this work.

It might be said that this is not a matter over which display men can afford to hesitate. It is not for the display men to decide whether he wants to do it or not. He simply must do it. It is the Country's war need.

Wherever a display man has been appointed, the merchant has been written, requesting that he be allowed to serve, and let it be said, to the everlasting credit of the retail merchants of the country, that the first refusal has yet to be received.

Display Men's Roll of Honor



ALLERT, WALTER F.,	New York City	MACLEAN, WILLARD C.,	Batavia, New York
ANDERSON, EMIL,	Fargo, North Dakota	McCORMICK, FRANK,	New York City
ARMSTRONG, M.,	New York City	McDONOUGH, W. J.,	Stella, Nebr.
BAILEY, GEORGE W.,	Des Moines, Iowa	McLEAN, WILLARD C.,	Batavia, New York
BAKER, RALPH W.,	Jermyn, Pa.	MANBECK, JAMES E.,	Des Moines, Iowa
BARNES, F. E.,	Miami, Florida	MEISENHOELDER, MAX M.,	Manhattan, Montana
BETTERIDGE, C. A.,	Erie, Pa.	MILLARD, FREDERICK G.,	Milwaukee, Wis.
BREWER, PHILIP,	Toledo, Ohio	MOLL, OTTO,	New York City
BUDLINGER, LEON,	San Antonio, Texas	MOORE, E. M.,	Rochester, N. Y.
CAMP, W. C.	Wichita, Kansas	MONTGOMERY, WM.,	Topeka, Kansas
CLARK, RADCLIFF W.,	Laramie, Wyoming	MORTON, CHAS. W. JR.,	Sacramento, Calif.
DORNEY, GEO.,	New York City	NEUGEBAUER, JOSEPH,	San Antonio, Texas
DRY, CLARENCE C.,	Sault Ste. Marie, Mich.	PARRET, H. E.,	Topeka, Kansas
EVANS, JAMES W.,	Charleston, W. Va.	PETERSON, ELMER J.,	Kewanee, Illinois
FARALIN, F. C.,	Birmingham, Alabama	PLUMB, W. H.,	Centreville, Iowa
FASSELL, M. A.,	Hinsdale, Massachusetts	PUTNEY, ROY,	Hartford, Connecticut
FERNALD, P. A.,	Rochester, N. Y.	RAWLINGS, G. W.,	Coeur d'Alene, Idaho
FERREL, CURTIS L.,	Hattiesburg, Miss.	ROSS, GLENN,	Aurora, Nebraska
FOOTE, CHARLES,	Brooklyn, N. Y.	SAFIR, MAX,	Cincinnati, Ohio
FULLERTON, H. L.,	Moscow, Idaho	SCHAAB, DONALD C.,	Auburn, Indiana
GRESCHKE, OTTO,	Grand Rapids, Michigan	SHAW, F. B.,	Buffalo, Wyoming
HAMER, RALPH G.,	Los Angeles, Calif.	SHEER, RUSSELL G.,	Rochester, N. Y.
HAMILTON, A. A.,	Miles City, Montana	SHRADER, ARTHUR,	New York City
HANSEN, H. H.,	Fargo, North Dakota	SMITH, DEWITT J.,	Grand Rapids, Michigan
HARMON, BRADLEY B.,	Montgomery, Alabama	STECK, G. W.,	Charleston, Missouri
HERSBERG, MAX R.,	Toledo, Ohio	STORM, SAM,	New York City
HOLDEN, E. J.,	Rochester, N. Y.	SULLIVAN, F.,	San Antonio, Texas
HORNER, JACK,	New York City	SWIFT, GEORGE,	Toledo, Ohio
HOUCK, EDW. P.,	Logansport, Ind.	VAN NESS, RICHARD,	New York City
HURBAGE, O.,	San Antonio, Texas	WARREN, JOHN,	New York City
HYMAN, ROBERT,	New York City	WEISS, CHESTER,	Toledo, Ohio
JOHNSON, LEO E.,	Des Moines, Iowa	WELCH, B. S.,	Rochester, N. Y.
JUTTENMEYER, GEO. H.,	Alton, Illinois	WERTZ, PAUL,	Centreville, Iowa
KATZENMEYER, R. D.,	Toledo, Ohio	WESTLAND, P. J.,	Steubenville, Ohio
KELLER, HARRY R.,	Hot Springs, Ark.	WILLIAMS, HOWARD,	New York City
KIRCHNER, M. C.,	Greensboro, N. C.	WOLLERMAN, E. J.,	Youngstown, Ohio
KLEIN, GROVER,	Indianapolis, Ind.	YOCKERS, HAROLD,	New York City
KLEINMAN, H. H.,	Miami, Florida	ZOFFER, JESS H.,	Hartford, Connecticut
LENNARTZ, GEO.,	New York City		
MACKINNON, EDW.,	Elyria, Ohio		

NOTE — Names will be added to this list as they are received at this office or at the office of D. B. Bugß, Suite 1520 Woolworth Bldg., New York City. "Sammy Cards" will be issued to all members of the I. A. D. M. in the service. Please report name of any display man now serving Uncle Sam whose name does not appear in the above list.

Fourth Liberty Loan Drive

Display men and manufacturers through close cooperation have evolved numerous figures, cut-outs, backgrounds and other accessories for successful patriotic displays—Some striking pieces.

INABILITY to obtain suitable material cannot be offered as a reasonable excuse for failure to install attractive patriotic windows.

During the past few months, manufacturers, realizing that patriotic displays would be the prominent features of many store fronts, have been devising



ILLUSTRATION No. 1.

novel backgrounds, cut-outs, wax figures, statues and other display accessories, appropriate for various occasions. Special efforts have been made to produce ingenious attractions for the windows, to be placed in connection with the Fourth Liberty Loan.



ILLUSTRATION No. 2.

One of the most striking pieces available is a figure representing the "All-Highest" in surrender. This piece is shown in illustration No. 1. The Kaiser is down on his knees with his hands in the air, and on the base of the statue is a word that is quite popular among the Huns of to-day—"Kamerad." This figure is made in several sizes, the largest of which is considerably larger than life-size, while the smallest is about thirty inches high.



ILLUSTRATION No. 3.



ILLUSTRATION No. 4.

Another appropriate piece is shown in illustration No. 2. This consists of a background containing the flags of the allied nations, all in their true colors, and for use in connection with this, there are two cut-outs, made of composition board, one of a soldier and the other of a sailor. The entire background is about

52 inches high and eight feet long, but it is made so that it can be extended to a length of ten feet, if required.

Illustration No. 3 is a cut-out of the national emblem, and in the center of the emblem is a painting of President Wilson. This is 8 feet long and 4 feet high.

The cut-out shown in illustration No. 4 is destined to become quite popular. It shows the leader of the American forces, General Pershing, consulting a road map to Berlin, in order that he may familiarize himself with the route to be taken by his army in the near future. This cut-out is made in three sizes, namely, 4 feet, 6 feet and 8 feet, in khaki and other natural colors.



Urge Food Conservation

FOOD Conservation Week was held in Buffalo, New York, during the week of August 19th, and window displays showing the necessity for canning and drying was one of the big features. Display men taking prominent part in this important work are: Clement Kieffer Jr., C. A. Weed & Co.; E. J. Ryan, Hens & Kelly Company; George W. Murray, Flint & Kent; J. E. Genrich, Siegrist & Fraley; C. A. Cook, William Hengerer Company; John F. Look, George's; C. F. Vigor, Given's; J. F. Wolf-ruber, Adam Meldrum & Anderson Company; C. Van Wie, A. Victor & Co.; E. E. Claskey, Weed Company; E. McEachnie, Jahraus-Braun Company; A. J. Dietrich, The Liberty Company; E. O. O'Dea, McCarthy Brothers & Ford; W. R. Lantaff, J. N. Adam & Co.



DISPLAY BY C. W. MORTON FOR WEINSTOCK-LUBIN, SACRAMENTO, CALIFORNIA.

International Association

— of —

Display Men

First Vice-President

T. GUY DUEY, Wurzburg's Dry Goods Co., Grand Rapids, Mich.

Second Vice President

C. A. VOSBERG, McCreery's, Pittsburgh, Pa.

Third Vice President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Treasurer

W. H. HINKS, J. W. Thomas & Co., Minneapolis, Minn.

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Secretary—D. B. BUGG, Suite 1520, Woolworth Bldg., New York.

*An Educational
and Business Organization*

Executive Committee

CLEMENT KIEFFER, JR., C. A. Weed Co., Buffalo, N. Y.

B. W. CHRISTOPHEL, Frank & Seder, Pittsburgh, Pa.

J. J. CRONIN, L. Bamberger & Co., Newark, N. J.

JAMES TREWHELLA, Best & Co., New York City.

M. J. B. TENNENT, Meier-Frank, Portland, Oregon.

C. E. WILSON, The Killian Co., Cedar Rapids, Iowa.

R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.

Demand for Efficient Display Men

THE Secretary of the I. A. D. M. has received a number of letters from merchants requesting the names of men who are open for engagement. Although some of these positions are apparently good ones, the Secretary has not always had men on his list to meet the requirements. On the other hand, there are a number of men who desire to make changes but it is sometimes difficult to find positions open which are precisely suited to the requirements of the display men. In a number of cases, the position and the man have been brought together to the mutual satisfaction of all concerned.

Under the circumstances, the secretary is able at this time to refer some men to good positions, and is likewise able to refer merchants to some good men. He will be very glad to continue his activities in this direction in behalf of the members of this Association, but he desires display men in general to understand that he is not operating an employment agency and cannot undertake to exert his efforts in this direction for the benefit of those who are not members of the Association.

Speaking of membership, it is about time that those who have been "thinking about joining" for the last decade or more took a decisive step in the right direction. The importance of the Association and its standing in the business world is increasing daily. Thanks to the breadth of mind of a few men, the organization is now doing some big work in the world and its members are being accorded recognition by the highest authorities in the country.

The fact that the list of officers and committee-men includes such men as Pierce, Duey, Vosburg, Dittmar, Hinks, Hancock, Kieffer, Cronin, Tennent, Christophel, Trehwella, Wilson, Paxton, Lummis, Lindblom, Rogers and Tarrasch, shows that the big men in the country are interested in the welfare of the Association, and are willing to put their shoulder to the wheel.

It is an honor to belong to the Association, and every man who holds a membership should feel proud of the fact.

The Secretary will be glad to send application blanks to all who are interested, on request.

D. B. BUGG,
Secretary, I. A. D. M.



St. Louis Men Plan Drive

THE St. Louis Display Men held another of their enthusiastic meetings at Melscheimer's, St. Louis, Mo., on Wednesday evening, August 14th.

After the boys had enjoyed dinner the business



CARTOON BY M. L. HOFFSTADT.

session opened with a report from R. A. Rainwater, on the New York Convention. He told the boys who were absent what they had missed from an educational standpoint and also hinted that the speedometer of the high life wagon of New York clips a little bet-

ter speed than it does in St. Louis. Friends who saw him on his departure and again on his return agreed that "Rainyday" ought to be able to tell.

Walter E. Zemitzsch has been appointed chairman of Window Display Committee by the Eighth District Liberty Loan Organization. He has planned a pamphlet to be sent to the merchants in this district. It has suggestions for displays and a number of ideas for cut-outs designed by members of the St. Louis Display Men's Club.

St. Louis has been laid out in districts and each man given one district, and it is his duty to call on all merchants and ask them to donate their window space to the campaign. Each merchant will be requested to sign a pledge card. In three of the best corner windows will be displayed a large poster with a series of steps upon which will be registered each day the total bond sales in the district. Every authorized display man will wear a button issued by the committee.

Mr. Zemitzsch is devoting a great deal of time to this campaign and urges every display man in the district to call on him for any help he might desire. His address is: Liberty Loan Organization, Eighth Federal Reserve District, 1657 Railway Exchange Bldg., St. Louis, Mo.

Every loyal display man pledged his co-operation in the new drive and St. Louis display men are going to add another proof that window displays go *over the top*.

A. H. Hagan has been appointed a member of the Executive Committee on window display for publicity campaigns for the Engineer Corps.



Make Your Start Now

A thousand members wanted,
Get at it.
If you've got something to do,
Get at it.
Though unpleasant, hard or new,
Get at it.
Make a start and then like glue
Stick until you see it through,
For it's half done soon as you
Get at it.

Whoever's responsible for the above certainly was imbued with the right spirit. Successful men of affairs are self starters and have no time or use for alibis. Wake up from your unagitated slumbers and "Get at it." Get at it and round up some new members and help President Pierce make good his Convention vows and promises. He said: "By the time the next convention rolls around every representative house in the United States will have a representative in the International Association of Display Men."

Uncle Sam has so decreed that WE WILL WIN THE WAR WITH WINDOWS—so therefore it is up to us—up to you, to get behind a movement and an organization that is behind Uncle Sam.

Get at it. This is no time for procrastination. There are many things to be done and the wishing it



I. A. D. M. CONTEST—CLASS 7—LIMIT—FOR BEST DISPLAY OF LINGERIE OR MUSLIN UNDERWEAR. 1ST PRIZE, HOMER H. SEAY, CHARLESTON, W. VA.

were done is of no avail. Get at it with a will, with a win the war spirit—with a willingness and an *I WILL*, and you will do it. Let the four initials of the I. A. D. M. spur you on to greater deeds and become greater men. Use Initiative, Ideas, Inspiration, Individualism—

To

Achieve
Ambition.

Let it

Ardently
Awaken you
Americans to your true sense of duty,

Combined with

Devotion and
Discipline
Desire to
Do and
Determination to
Dare—

It will

Make you
Men of
Magnanimous
Minds and
Modern
Masters in displaying
Merchandise.

Get at it! Get at it!

While others are haranguing, dreaming, dreading—
—we are doing. Get at it! Get at it!

CLEMENT KIEFFER, JR.,
Chairman Executive Committee.

Educational Matter Ready Oct. 1

SOME requests have been received by the secretary from locals for Educational matter to be used at September meetings. It has been impossible to comply with this request because there has not yet been time to arrange the several hundred photos submitted at the Convention. In all probability this will be done during the month of September and books and lantern slides can be sent out after October 1st. A suggestion—At the September meetings of locals make plans so that the windows in your city will show that the store is behind the Liberty Loan drive.



Notify the Secretary

OFFICERS of locals will be good enough to keep the Secretary informed of changes made in their organizations. In some cases the records show that the locals are comprised of a certain number of members but there is no record of the names and addresses of the members.

Of course you have been busy. Everyone is busy now days, but the few minutes time required to send in the information to the Secretary can be found if an honest effort is made to do so.



THERE are a number of men in the Association who have changed their addresses without notifying the Secretary of the fact. Please do not be remiss in this matter.



I. A. D. M. CONTEST—CLASS 12—LIMIT—FOR BEST DISPLAY OF NOTIONS. 1ST PRIZE, H. H. TARRASCH, F. & R. LAZARUS & Co., COLUMBUS, OHIO.

Modern Window Display

The successful display man is ever planning—Background suggestion that is easy to execute and offered to those who may have forgotten to plan ahead.



By R. L. Paxton

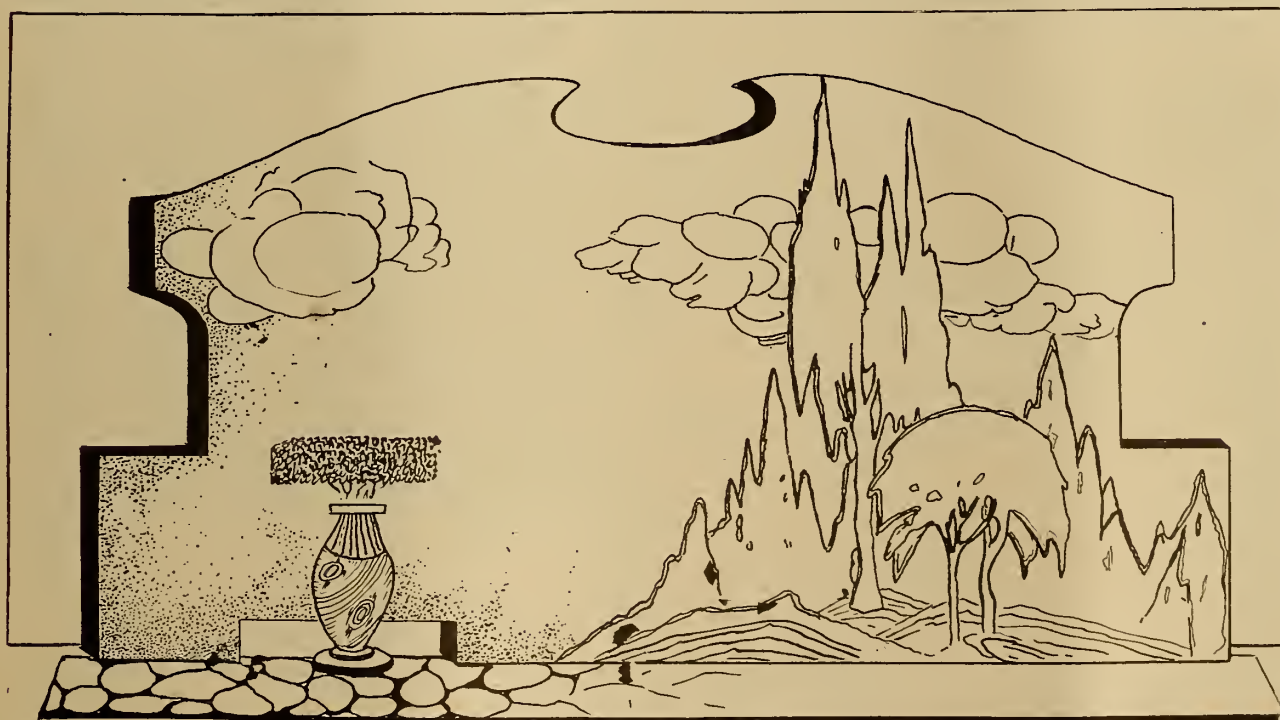
ANY time is no time to study and plan your window displays, but you should be studying and planning all of the time if you desire to be a leader in the profession and make displays that are original, perfectly arranged and having a sales producing power.

Too many men in the profession are satisfied to allow the mind to become inactive so far as planning further displays are concerned, once the idea has presented itself. The idea presented is only the beginning of active thought which, brought to its full development presents the planned display in every detail.

Get out your mind's magnifying glass and work a few extra hours, and give your windows an every day inspection. You will soon find out that it is possible for you to make many improvements that will attract people to your store.

Show windows are always on duty, and the person seeing your displays after closing hours may be a customer of yours tomorrow.

Reproduced below is a background suggestion that may be used when you find that you have failed to plan one. It is designed mostly in the modern art and can be built in sections to fit any size window. Where there is a series of several windows to be arranged this idea used in each one, having a different design carried out in a two or three tone color effect would be very attractive. The painting of scenes can be painted flat on the frames, and a few composition board cut-outs can be used in front, in such manner as the cut-out vase and foliage shown in illustration. A tile floor would be most effective with this plan. If you have them on hand use a few fancy papier mache birds in bright colors.



BACKGROUND SUGGESTION BY R. L. PAXTON, FOLEY BROS., HOUSTON, TEXAS.

Who's Who in the Profession

GEORGE B. SCOTT needs no introduction to the regular attendants at the conventions of the I. A. D. M., but few have much knowledge concerning his rise to the lofty position he now holds in the display world. In submitting biographical data, George speaks of the "bright future that lies behind him,"—but isn't that just like display men?

Well, George was born in Grand Rapids, Michigan, twenty-five years ago. You see, he is just a youngster in years, but a veteran in experience. At fifteen



GEORGE B. SCOTT.

years of age he was made an orphan and was forced on his own resources. He was equal to the task and secured a "job" in a drug store in Grand Rapids, and had the official title of "bottle boy," which carried with it a salary of three dollars per week, and the privilege of using peroxide. It was while acting in this capacity that he received his first boost toward the display profession. His manager noticed the cleverly lettered labels on the bottles, and immediately he was elevated to show card writer and window decorator. For two years Mr. Scott held this position, resigning to enter the employ of Heyman Company, where he had charge of approximately 125 feet of window space.

Mr. Moore refers to his next move as a blunder, which resulted, to use his own words, in a couple of years' "knocking around." However, Mr. Scott learned a good lesson while performing this blunder. Lacking in experience in handling dry goods and ready-to-wear, he nevertheless assumed the display manager's post for Wurzburg's Dry Goods Company,

Grand Rapids, and he readily admits having made a "bad mess" of it, and resigned immediately, in order to beat some one else to it.

After working in a show card shop, and displaying goods for a bankrupt sale, he went back to Wurzburg's as card writer and assistant to T. Guy Duey. Under the direction of Mr. Duey, he rapidly developed. Again leaving Wurzburg's, Mr. Scott entered the Men's Wear branch and, having always preferred the displaying of that class of merchandise, which also provides a greater demand for the high grade show cards, we find him display manager for Strouse Bros., Evansville, Indiana, where his work is attracting the attention of display men in all parts of the country.

Mr. Scott seriously confides to us that, next to getting married, the best thing he ever did was to join the I. A. D. M., where one can make the acquaintance of a lot of fine fellows, who know a heap and wear size seven hats.



HAVING completed two years as a salesman in a dry goods store, in Fitchburg, Massachusetts, Mr. E. F. Gillen decided that great opportunities were presented in the art of store and



E. F. GILLEN.

window decorating, so he resigned his position of salesman with its eight dollars per, and took a course in the New York School of Mercantile Training. Having completed his instruction, he immediately secured a display manager's position with the Kobacker Company, Rochester, Pa.

Mr. Gillen's second position was with the C. T. Sherer Company, Worcester, Mass., where he had a large field in which to work, and it was not long before his displays were creating much of a sensation and, as a result, the Denholm McKay Company, of Worcester, one of the most progressive stores in New England, held out tempting offers to Mr. Gillen, and we next hear of him as display manager for that store.

After serving the Denholm McKay Company for several years, Mr. Gillen went to R. H. White's, Boston, as first assistant in the decorating department. It was while in Boston that he originated his well-known Window Cartoon Service. Cartoons were printed weekly and placed in the various store windows. This service was very popular and attracted much attention.

Mr. Gillen's first efforts in competition were rewarded by the winning of the Grand Prize in window display contest conducted by the Syracuse Chamber of Commerce during Fashion Week of 1918. His prize-winning windows have been reproduced in *MERCHANTS RECORD AND SHOW WINDOW*.

Mr. Gillen's experience has been complete from the village store to the great city department store, and he is now making an enviable record as Display Manager for the L. A. Witherill Department Store, Syracuse, New York.

EVERY member of the International Association of Display Men has reason to be proud of the organization.

The recognition accorded the Association by the Government, in placing the supervision of war windows in the hands of the War Service Committee of the Association, is an honor not to be belittled, and it is tantamount to official recognition of the Association as an organization of high estimation in the minds of the national authorities.

The full story of the activities of the War Service Committees is told on other pages in this issue.



Beaver Board in Business

The Beaver Board Companies have just produced a new booklet entitled "Beaver Board in Business," and covers in a general way the many uses there are for Beaver Board in stores, offices and show windows. This little booklet is beautifully illustrated with halftone reproductions of many attractive window displays showing the varied uses of this particular board. In addition are several pages of timely and extremely valuable information regarding store interiors, show windows and business offices.

Good window board is a valued assistant for the display man, it is a material that can be used with marked success by any merchant, and this booklet shows the unlimited possibilities in the use of it.

Display men throughout the country are loud in their praise of Beaver Board, and regardless of what material you are now using it will be to your advantage to secure a copy of "Beaver Board in Business."



I. A. D. M. CONTEST—CLASS 3—LIMIT—FOR BEST DISPLAY OF MILLINERY. 1ST PRIZE, HOMER H. SEAY, CHARLESTON, W. VA.

This is Your Chance

We have over a hundred openings for display men that will pay salaries ranging from \$1500.00 to \$4000.00 a year. This list will increase at the near approach of the Fall Openings. It is becoming increasingly difficult for merchants to get expert display men and on account of this many of them will pay much larger salaries to get the services of the right kind of men.

Koester Men Wanted

In practically all instances the merchant specifies that he would prefer a man with Koester School training as this is an assurance to him that his windows will be in charge of an expert.



I. B. GRAYDON

Graydon Wins

Mr. I. B. Graydon, now with the Kratze Department Store of Escanaba, Michigan, one of the largest stores in the state, had the distinction of winning Second Prize for Best Christmas Display in Kenosha, Wisconsin. This Prize was won when in the employ of the S. & J. Gottlieb Company of Kenosha.

Mr. Graydon says, "My success in this interesting work is due to the efficiency of the Koester School, which I endorse very highly."



Kratze Dept. Store,
Escanaba, Mich.

**Never Had
Window
Display
Experience
Before**

Entering KOESTER SCHOOL

The interesting feature in connection with Mr. Graydon's experience is that he had never had any store experience before entering the Koester School. An eight weeks' course equipped him to accept the responsible position with S. & J. Gottlieb & Company and to carry away the Second Prize in competition with all other display men of the city.

Koester Men Make Good



SHOW CARDS BY I. B. GRAYDON

The Expert Gets the Highest Pay

Decide at once to avail yourself of this opportunity to get into a field that is in great need of your services. Four to eight weeks' time at the Koester School is sufficient to qualify you thoroughly for one of these high-salaried positions.

Over 9,000 young men and women have graduated from our Instruction Department.

Classes start every Monday in Window Display, Retail Advertising, and Card Writing. Instruction by mail can be had only in advertising and card writing.

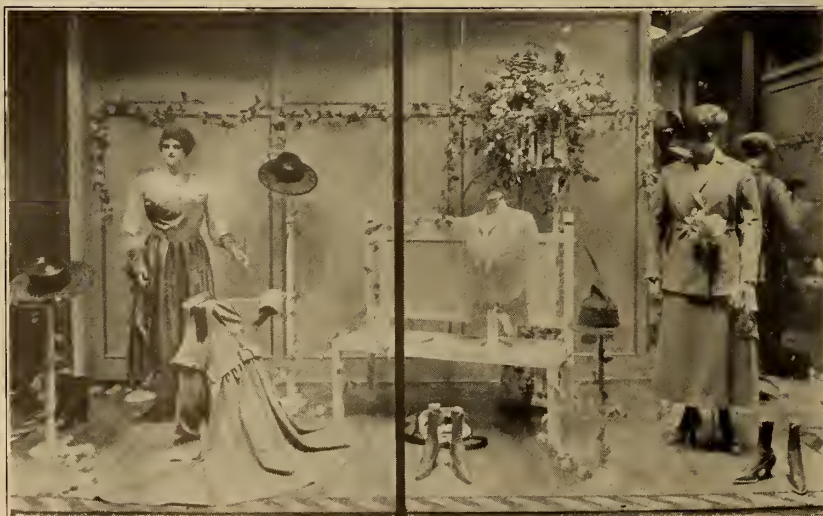
Free Catalogue

A helpful and inspiring book that shows and tells of the work of hundreds of Koester graduates. Beautiful! Interesting! Valuable! Send for it.

**THE
KOESTER**

With which is
The Economist

314 S. Franklin St.



Garment Display by I. B. Graydon for the Kratze Dept. Store, Escanaba, Mich.

to Earn More Money

THOSE DISPLAY MEN who are drawing a small salary because of their lack of training will do well to spend from four to eight weeks at the Koester School—right now—and qualify for one of these very remunerative positions.

THE CLERK who always gets a small wage should avail himself of this opportunity to get into a well paying line of work. Practical store training provides the best possible foundation for the study of window display and advertising.

THE CLERK BETWEEN THE AGES OF 21 AND 30 will make a valuable advertising man and window trimmer if given the Koester School Training.

Enter School Now

This will enable you to prepare yourself for the Window Display and Advertising work for the Fall Openings and Holidays. The sooner you graduate, the sooner you get increased pay.

Our newly enlarged quarters and additional equipment will enable us to handle larger classes.

We are now teaching advanced styles of draping and have added many new lessons in our Air Brush Instruction.

Special Employment Department

This department enables us to place our students at once in best paying positions.

SCHOOL
consolidated
Training School
CHICAGO

KOESTER MODERN ART DECORATIVE PAINTING CLASSES

Conducted by J. C. Bodine

The Koester School has made arrangements with the Bodine Spanjer Studios to give instruction in the Decorative Painting that has made this studio famous in the Window Display field.

Mr. Bodine, the originator of this style of decoration, will give the instruction. This is an opportunity that the ambitious display men will welcome enthusiastically.

This will give one an opportunity to learn how to mix paints—what paints to use—how to get all color combinations—how to make mottled effects—blending of colors—stencil designs—and how to do the decorative landscape painting in the modern treatment by the Bodine method.

These classes are separate and distinct from the Koester Course in Scenic Painting.

TUITION

The instruction is given three hours a day in the Bodine Spanjer Studio. This permits the student to take other studies at the Koester School.

Tuition for two weeks..\$ 60.00

Tuition for four weeks.. 100.00

Where the student enrolls for this course only, he can cut down the time of the four weeks' course to two weeks by devoting six hours a day at the studio.

Shorter or longer courses may be arranged to suit the student's requirements.

THE KOESTER SCHOOL
314 S. Franklin St. Chicago

Movements of Display Men

J. A. WOLF, formerly scenic artist for the Yon-dorf Clothing Company, is now display manager for the Morrison Drug Company, Chicago.

E. DWARD O'MALLEY, display manager for The Chicago Store, Kankakee, Illinois, is another who was in Chicago last month placing orders.

W. L. HEUMAN, display manager for Ziesel Bros., Elkhart, Indiana, was in Chicago recently placing orders for decoratives to be used in his Fall windows.

P. HIL ARMOUR, display manager for Brander's, Omaha, Nebraska, was in Chicago during the latter part of August making purchases of Fall supplies.

R. AY J. TERPSTRA has resigned as a member of the art force of Carson, Pirie, Scott Company, Chicago, to accept the display manager's post at Pfeifer's Department Store, Little Rock, Ark.

C. A. F. SMITH, display manager for Herpolsheimer's, Grand Rapids, Michigan, has been awarded \$100, first prize for most unique display of foot comfort appliances and remedies.

M. ILLARD H. MOORE, formerly display manager for the Martin Barnes Dry Goods Company, St. Joseph, Missouri, is now employed in a similar capacity with Weigel's Furniture Company, same city.

O. SCAR KLAUSNER, formerly display manager for Newcomb, Endicott & Company, Detroit, Michigan, is now manager of the Detroit store of the New York Waist Company.

M. R. BADER has resigned as display manager for the Weisberger store, Richmond, Va., and now occupies a similar position with Oppenheim Collins & Co., Brooklyn, N. Y.

B. J. MILLWARD, display manager for Mannheimer Bros., St. Paul, Minn., and R. B. Meyers, display manager for The Emporium, St. Paul, were in Chicago during the week of August 5th, attending the convention of the Importers' and Manufacturers' Association, held at the Palmer House.

A. RNOLD J. ABRAMS, popular flower salesman, will soon be on the road with a beautiful Adler-Jones line of decoratives.

A. E. LA RIVIERE, formerly display manager for The Fashion, Woonsocket, R. I., is now in charge of the windows of the C. H. Marty store, Woonsocket.

S. OL BECKERMAN, formerly employed in the decorating department at James McCreery's, New York city, and later with Hearn's, is now at Camp Devens, Ayer, Massachusetts.

C. L. FORMAN, formerly display manager for the Hancock Company, Jenera, Ohio, is now employed in a similar capacity by the Sloan & Buchan Company, East Liverpool, Ohio.

I. RA L. GOODRICH, formerly of Stockton, California, is now display manager for the Harry Coffee Store, Fresno, California.

R. AY M. ARIMOND is now display manager for R. O. M. Carr & Company, International Falls, Minn. He was formerly with Alexander Reid & Company, Virginia, Minn.

G. EORGE WIIHBORG, formerly assistant to Mr. Katz, Abraham & Straus, Brooklyn, and for the past year with the Worth Specialty store, New York, has enlisted in the Naval Reserve and expects to be called shortly.

G. L. McCLELLAN, department manager of the G. F. Johnson Co., Holdrege, Neb., was a recent visitor to the office of *MERCHANTS RECORD AND SHOW WINDOW*. Mr. McClellan's vacation was enjoyed at Excelsior Springs, Mo.

R. T. WHITNAH, display manager and card writer for Crosby Bros., Topeka, Kansas, was in Chicago recently placing orders for Fall decoratives. His business transacted, Mr. Whitnah went to Wisconsin where he spent a fortnight's vacation.

J. OHN JOHNSON, assistant to Display Manager Munn of Franklin Simon & Co., New York, has joined the army and is now at Spartanburg. He is to be succeeded by Jack Standish, formerly with Brill Brothers, New York City.

WIN THE WAR WINDOWS



UNCLE SAM

Life Size and Lifelike. Best quality Wax. Most Impressive and Best Looking Lay Figure of our Illustrious Relative Ever Made. Note the splendid Character in Face and Hands for displays with an Appeal. In keeping with the importance and Dignity of the Cause.

This Figure of Uncle Sam together with others, also designs and emblems of a patriotic character are ready for delivery. They are intended particularly for the requirements of the Local Committees of

"The National War Service Committee on Window Displays"

now cooperating with display men throughout the United States.

Send for Illustrated Circular Giving Full Details

Act quickly as the time for Big Things in War Windows is approaching rapidly.

Latest ideas for Windows pushing Liberty Loans, Red Cross, Y. M. C. A., War Savings and Thrift Stamps, Etc.

Just received a life sized figure of the Kaiser in a kneeling attitude, called "The Cowering Kaiser" described in our illustrated circular. Send for it.

Catalogues and Photos of Our Display Supplies in General Freely Mailed Upon Application

J. R. Palmenberg's Sons, Inc.

J. R. Palmenberg's Sons
ESTABLISHED 1852

The Norwich Nickel & Brass Co. The Jacob Kindlimann Form Co.
ESTABLISHED 1879 ESTABLISHED 1887

63-65 WEST 36th STREET, NEW YORK

FACTORIES { 89-91 WEST 3rd STREET, N. Y.
419-421 BROOME STREET, N. Y.
28 THAMES ST., NORWICH, CONN.

Boston Salesroom
26 KINGSTON STREET

Baltimore Salesroom
108 W. BALTIMORE STREET

Meritorious Contributions Received

Photographs, Drawings, etc., submitted to the Merchants Record and Show Window from June 29th to Aug. 31st—The list includes names of display managers and others whose contributions have been accepted because of merit.

DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since June 29 and up to the time of going to press, that, in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will, if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers.

- E. J. BERG, Burgess Nash Company,
Omaha, Nebraska.—PHOTOGRAPHS.
- G. S. ROBINSON, Walter E. Bedell, Inc.,
Buffalo, New York.—PHOTOGRAPHS.
- CLEMENT KIEFFER, JR., C. A. Weed & Co.,
Buffalo, New York.—PHOTOGRAPHS.
- U. S. FOOD ADMINISTRATION,
Washington, D. C.—PHOTOGRAPHS.
- EARL H. ROBERTSON, S. F. Iszard Company,
Elmira, New York.—PHOTOGRAPH.
- KARL A. SCHLECHT, 837 Miller Ave.,
Ann Arbor, Michigan.—PHOTOGRAPHS.
- H. L. ALENIER, Shortenberg's,
New Haven, Connecticut.—PHOTOGRAPHS.
- EARL G. ST. JOHN, F. A. David & Sons,
Moscow, Idaho.—SHOWCARDS.
- A. W. LINDBLOM, New England Furniture & Carpet Co.,
Minneapolis, Minnesota.—PHOTOGRAPHS.
- E. H. ACKEMANN, Ackemann Brothers,
Elgin, Illinois.—PHOTOGRAPHS.
- P. L. KAYSER, Harned & Van Maur,
Davenport, Iowa.—PHOTOGRAPHS.
- E. I. MITCHELL, Mallory, Mitchell & Faust,
Chicago, Illinois.—PHOTOGRAPH.
- R. L. PAXTON, Foley Brothers Dry Goods Company,
Houston, Texas.—BACKGROUND SKETCH.
- L. F. DITTMAR, National Cash Register Company,
Dayton, Ohio.—PHOTOGRAPH.
- E. P. LAVIN, Yowell-Ducksworth Company,
Orlando, Florida.—LEDGE SUGGESTIONS.
- BERT CULTUS, Rhodes Brothers,
Tacoma, Washington.—PHOTOGRAPHS.
- JAMES LEVI & COMPANY,
Dubuque, Iowa.—PHOTOGRAPH.
- R. A. UHLER, R. H. Muir, Inc.,
East Orange, New Jersey.—PHOTOGRAPHS.
- B. J. MILLWARD, Mannheimer Brothers,
St. Paul, Minnesota.—PHOTOGRAPH.
- MRS. FRED. WATSON,
Paragould, Arkansas.—PHOTOGRAPH.
- JOHN WANAMAKER COMPANY,
New York City.—PHOTOGRAPH.
- F. J. FARRELL, W. H. Roland,
Bloomington, Illinois.—PHOTOGRAPH.
- BERT SMITH, The Bon Ton Store,
Altoona, Pennsylvania.—PHOTOGRAPH.
- CECIL CONNER, Adler's & Company,
Lebanon, Indiana.—PHOTOGRAPH.
- GEORGE W. JOHNSON, Frankel Dry Goods Company,
Oskaloosa, Iowa.—PHOTOGRAPH.
- R. A. YOUNG, Al Rosenthal's Fashion Shop,
Oklahoma City, Oklahoma.—PHOTOGRAPH.
- H. H. HOKE, The When,
Springfield, Ohio.—PHOTOGRAPHS.
- HAVRE COMMERCIAL COMPANY,
Havre, Montana.—PHOTOGRAPH.
- OTTO S. LASCHE, St. Clair Co. Gas & Electric Co.,
East St. Louis, Illinois.—PHOTOGRAPHS.
- RAY C. DOOP, Ramsay's Dry Goods Company,
Joplin, Missouri.—PHOTOGRAPHS.
- J. V. TAYLOR, Box 139,
Petersburg, Virginia.—PHOTOGRAPH.
- W. YEAGER, Wolf, Grusheim & Sons,
Bloomington, Illinois.—PHOTOGRAPH.
- JAMES G. WERNIG, Bernheimer Bros.,
Baltimore, Maryland.—PHOTOGRAPHS.
- J. H. EVERETTS, Box 481,
Wichita, Kansas.—PHOTOGRAPH.
- H. R. CLAUDIUS, Foster, Ross & Company,
Auburn, New York.—PHOTOGRAPH.
- J. ROSS POLLOCK, New York Store,
Helena, Montana.—PHOTOGRAPH.
- H. L. FINNEGAN, Monnig, D. G. Co.,
Fort Worth, Texas.—PHOTOGRAPH.
- W. H. JERAULD, Gelino Bros.,
Kankakee, Illinois.—PHOTOGRAPH.
- W. L. HEUMAN, Ziesel's,
Elkhart, Indiana.—PHOTOGRAPHS.
- GEO. F. COOPER,
Detroit, Michigan.—FLOOR PLAN.
- H. B. LYNCH, C. T. Sherer Co.,
Worcester, Massachusetts.—PHOTOGRAPH.
- LESLIE D. SLACK, A. Livingston,
Bloomington, Illinois.—PHOTOGRAPH.
- L. L. BAUM, Madansky Bros.,
Oklahoma City, Oklahoma.—PHOTOGRAPHS.
- H. H. TARRASCH, F. & R. Lazarus & Co.,
Columbus, Ohio.—PHOTOGRAPHS.
- E. F. SWANK, Louis Bischof,
Crawfordsville, Indiana.—PHOTOGRAPHS.
- T. GUY DUEY, Wurzburg's D. G. Co.,
Grand Rapids, Michigan.—SKETCH.



No. 306

PATRIOTIC PAINTINGS AND "CUT-OUT" FIGURES

will make your patriotic display a big success. You should continually devote a portion of your show window space to the cause of Liberty.

Have a good live window ready for the next Liberty Loan drive.

We can help you much to attain results. Our Patriotic paintings are very attractive and can be furnished in sizes to suit your need.

Patriotic figures, as shown on this page, "cut-out" of wall-board.

Size 50 in. high . . . Each \$4.00
Hand painted, 72 in. " 6.00

Above can be used to advantage throughout the store for pillar and ledge decoration.

WRITE EARLY

Do not fail to visit our Show Rooms and Studio when in Chicago



No. 301

The **BODINE-SPANJER ©**

Designers and Manufacturers of Decorative
Backgrounds for Show Windows
1160 CHATHAM COURT, CHICAGO
Phone Diversey 2585

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north; get off at Division St. and walk 1 block west to Chatham Ct.
GEORGE A. SMITH, Eastern Representative, 1777 Broadway, NEW YORK, N. Y.

CONSERVATION OF WINDOW FIXTURES

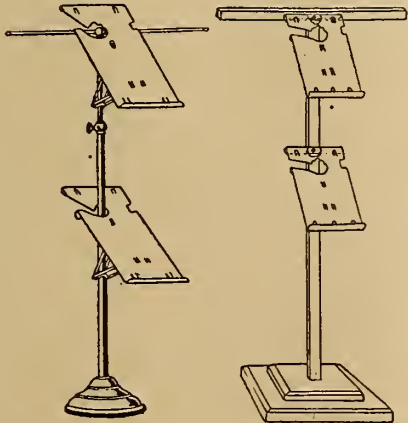
Make all your old fixtures as good and better than new with the

LEON ATTACHMENT

The high price and scarcity of metal makes new metal fixtures prohibitive for some merchants. Their old metal fixtures can be made strictly up-to-date through using them with the new Leon Attachment adjustable and adaptable to thousands of uses. Even though you do not have to practice economy it is good business to cut expenses wherever possible and to improve the efficiency of your displays. The Leon Attachment does both.

Multiplies the Uses of Your T-Stands 1000 Times

No matter in what condition your stands are—whether new or old, metal or wood—this new invention can be used and will make them strictly modern and a thousand times more useful.

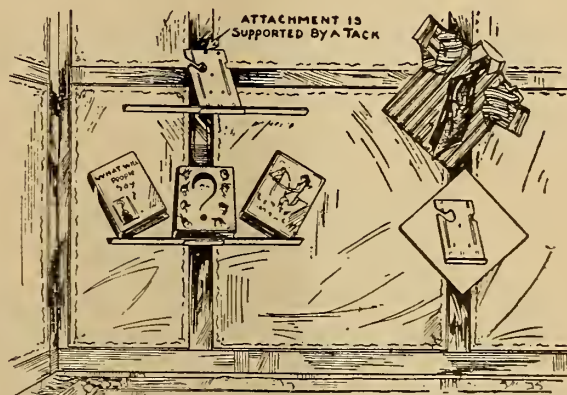


The above cut shows two Leon Attachments fastened to the common type of metal T-stand, making only 1 out of hundreds of possible new display fixtures.

The above cut shows a wooden T-stand. Firmly attached to same are two Leon Attachments, supported by a tack.

The Leon Attachment

will instantly duplicate practically any style of fixture you have ever seen or heard of for showing any kind of merchandise—in fact, its uses are so unlimited, in the show window, on the wall or on the counter, that it readily adapts itself to any form of display, thus bringing your investment in fixtures down to a minimum



Above cut shows the Leon Attachment applied to the background of a window. Attachment is supported by a tack. Note trimmed and untrimmed section of book display. Also trimmed and untrimmed shirt display. This is a wonderful aid to the trimmer in making stocky trims.

FREE TRIAL OFFER

As a further conservation measure we will aim to sell by mail instead of using traveling men—to do this and so that you take no risk in ordering we will send you one dozen attachments complete with instructions for using, on Free Trial. Use them in your displays, and if not entirely satisfactory, return them at our expense.

1 doz. Leon Attachments, 8 angle bases, 5 patterns for extra matt-board tops and instructions for \$10 using, furnished in any metal finish, complete.

Do It Now—Save Fixture Money—Make More Sales

MORRIS LEON MFG. COMPANY
220-222 West Superior Street CHICAGO

Asked and Answered

Paint on Muslin

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

Am trying to get something in a weather-proof paint (black or gold) to use on muslin and calico for outdoor purposes. The ordinary "stuff" runs or spreads. I would greatly appreciate your advice in this matter. H. J. B.

Answer—We judge that you have been using the ordinary bleached muslin instead of sign muslin, which is in general use for outdoor purposes. Japan black or Japan colors are best for painting or lettering on muslin. It is not necessary to size sign muslin, and the Japan colors are waterproof on this material. Consult the advertising section of this journal for concerns' handling sign muslin and colors.

Cleaning Brushes

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department.

Allow me to take this opportunity to congratulate the members of your editorial staff on the wonderful MERCHANTS' RECORD. I have been a subscriber for fourteen years and have noticed the remarkable advancement in the character of the material found in its pages. But greatest of all strides has taken place during the past eighteen months. MERCHANTS' RECORD AND SHOW WINDOW is in a class by itself.

Particularly instructive are the various departments instituted during the past year or so, and I can honestly say that I consider the Asked and Answered Department my "book of recipes." Now for my question:

I want to know the best recipe for cleaning oil brushes. I have seen many and tried most of them. What is yours?

Thanking you for all favors and with every good wish for continued success, I am,

Very truly yours, E. J. M.

Answer—We have just received a letter from one of our subscribers who encloses what he contends a very satisfactory formula for cleaning brushes. His formula has been tried out by us and we find that it proves entirely satisfactory, and we take pleasure in handing it on.

Take can of hot water (not boiling) and drop in quantity of world soap powder. Place brushes in and let stand a short time. Then clean. This method will readily clean brushes that have been used in varnish or shellac.

Prevent Glue from Cracking

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

Could you inform me how I may keep glue from cracking. While I am not a display man, I am a constant reader of your valuable journal, and find each month's issue overflowing with ideas and suggestions applicable to my business. I certainly will appreciate your answer.

Very truly,

J. M. W., Worcester, Mass.

Answer—Glue most frequently cracks because of

dryness of the air. Some people use a little chloride of calcium in the glue to prevent cracking. Chloride of calcium attracts enough moisture to prevent cracking. Cracking may also be eliminated by the addition of a very small quantity of glycerine to the glue. The quantity must be regulated according to circumstances.

You Are Eligible to Membership

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

I am writing at this time to ascertain whether I may become a member of the International Association of Display Men. I have been a constant reader of the section of your fine publication given over monthly to this association, but somehow figured that one must be in charge of display work to affiliate. I am assistant to the display manager of one of Canada's biggest department stores, and since he is not a member, nor are my other brothers of the profession with whom I am acquainted, I must write to you for advice. Am very anxious to hear from you and trust that I may be eligible for membership in the International.

E. B. D., Toronto.

Answer—You are certainly eligible to membership in the I. A. D. M. It is not necessary to be in charge of the windows, nor is it necessary that you live in the States. This organization is what its name implies—it's an International Association. For complete information regarding this organization, and for application blanks, write to Secretary D. B. Bugg, suite 1520, Woolworth Building, New York City.

Removing Goods from Window

MERCHANTS RECORD AND SHOW WINDOW.

Asked and Answered Department:

As a regular reader and subscriber to your magazine, I write to inquire what is the established custom followed by leading decorators relative to the removal of merchandise from the windows during the course of a display. I am informed that many of the most prominent stores have fixed rules pertaining to this matter.

I would greatly appreciate your reply, and thanking you for past favors, I am,

Very truly yours,

G. H. R.

Answer—It has long been the custom among many of the higher class stores to adhere strictly to the rule that merchandise be not removed from window during period of display. However, this custom is by no means general, many of the larger stores in New York and Chicago taking merchandise from the window and selling it on the request of customers. Such cases occur when customer prefers the object in the window to the same thing in stock. To be sure, a similar material is placed in window as soon as one is removed. In the smaller stores where stocks are not so large, goods are commonly sold out of the window.



A Great Patriotic Merchandising Event For One Store In a Town

Believing that the time is ripe for a general movement featuring American-made merchandise, we have planned an event for the use of retail stores, which, our experience leads us to predict, will be the most complete success of any campaign we have ever designed.

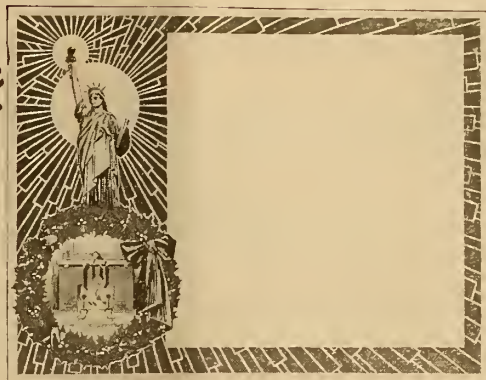
If the "Made in U. S. A." trademark is properly advertised and "put over," the results will be revolutionary! American-made goods have ALWAYS been superior to the foreign product. But insidious German propaganda made the average woman believe that "Made in Germany" meant "Better goods than your American manufacturers can produce!"

The time to offset that is NOW! The plans are HERE! Send the coupon at once for the details of this carefully planned event which furnishes you with all of the material necessary to enable your store to conduct a big and successful campaign.

The Economy Service
231 West 39 St. New York

Affiliated with The Dry Goods Economist

Send us circular describing your "Made in U. S. A." campaign.



Xmas Cards

My new Christmas cards—in four colors, including gold—are the richest and most distinctive business-getting suggestions ever turned out by my studio. The spirit of the season is beautifully portrayed.

Department stores especially should have these cards in liberal quantities.

Write today for convincing illustrated circular and prices. Arrange to get yours early.

BERT L. DAILY

Advertisers Building DAYTON, OHIO

Special Service for Late Fall Openings

Newest ideas in scenic backgrounds, panels, floor-coverings and cut-out decorations for effective window display.

Write for catalogue today.

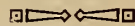


This beautiful background setting, size 9 ft. wide, 7 ft. high; price \$30—ready to install.

The Modern Art Studios
431 N. Clark St. Chicago, Ill.

Catch Phrases

*Snappy Expressions For Show Cards and Advertisement Headings —
Some Are Original, Some Borrowed — All Are Short
and To The Point and Bound To
Attract Attention*



FINE SHIRTS FOR MEN
TAILORED IN CLOTHS OF OLD STANDARD
PRICES BELOW THEIR ACTUAL WORTH



NEWER ARRIVALS IN CORSETS
FOR THE WOMEN WHO ARE PARTICULAR
FITTED BY EXPERT FITTERS



LITTLE MONEY WILL WORK WONDERS
HANDSOME STYLES—ADMIRABLE IN
MATERIALS—A BARGAIN AT FULL PRICES



NEW FROCKS IN FALL FASHIONS
BEAUTIFUL SATINS OR FINE GEORGETTE
ADVANCE IDEAS OF AUTUMN MODE



NEEDFULS IN HOSIERY AND UNDERWEAR
FINE ECONOMIES POSSIBLE
WITH UNRESTRICTED CHOICE



IT IS A FEAT TO FIT THE FEET
WE DO IT PERFECTLY
FEET ARE HAPPY IN OUR SHOES



ATTRACTIVENESS AND DURABILITY
A COMBINATION NOT ALWAYS PRESENT
NOT SO WITH THESE GLOVES—
STYLISH, SERVICEABLE, PERFECT



GOOD UNDERWEAR A NEVER FORGOTTEN
NECESSITY
VISIT OUR UNDERWEAR DEPARTMENT
BE SATISFIED AND SAVE MONEY



ALL WOOL TO THE CORE
UNLIKE MOST CLOTHING SALES
OUR ASSORTMENTS ARE COMPLETE
SPLENDID SELECTION FOR EVERY MAN

BETTER HATS FOR LESS MONEY
A LITTLE NEWER THAN THE REST
AND THEY ARE BUILT ON HONOR



FROCKS WITH DUAL NATURES
FOR MORNING AND AFTERNOON WEAR
LIGHT AND CHARMING



SEE EARLY SHOWING OF FALL STYLES
AND BE A LEADER OF FASHION
INSTEAD OF A FOLLOWER



SIMPLICITY MAKES THE CHARM
OF THESE BLOUSES AT \$5
DAINTILY SIMPLE—FRESH AND COOL



A RAFT OF FALL CAPS FOR BOYS
THE FRESHEST AND NATTIEST STYLES
SLIGHTLY AND SERVICEABLE



STYLISH MEN WEAR—HATS
NO MORE STYLISH CAN BE FOUND
QUALITY IS OUR GUIDING STAR



OUR ANNUAL CLEAN-UP
SHOES FROM REGULAR STOCK AT
BARGAIN PRICES
PRACTICAL, GOOD-LOOKING, PERFECT



SHAPELY AS WELL AS GOOD
SATISFACTION GUARANTEED
FOR APPEARANCE AS WELL AS
FIRMNESS



TRENCH COATS FOR OFFICERS
SAME STYLE THAT GO OVER TOP IN
FLANDERS
IMPORTED DIRECT FROM LONDON



W. T. GEISSINGER
PATENTEE AND
MANUFACTURER

"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET

PATENTED JANUARY 16, 1917

Looks Just Like Professional Lettering

Spring

THIS IS THE STYLE OF TYPE OF
MY ALPHABET

Offerings

**MADE IN
U. S. A.**

82 SIXTEENTH AVENUE

LONG ISLAND CITY, NEW YORK

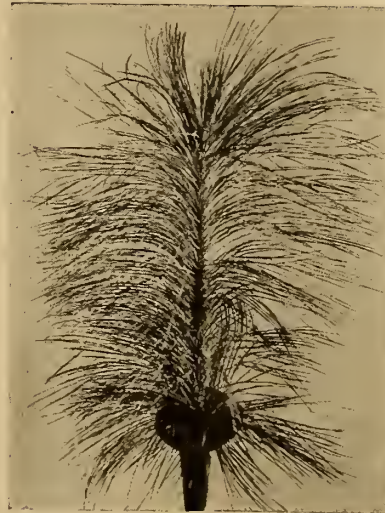
"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"

Smilax, the Decoration Beautiful

My Southern Wild Smilax is as beautiful as ever, nothing so effective. Prices on all my products same as before the war started. I can also supply you with Long-Needle Pines, Palm Leaves, Grey Moss and Fadeless Green Moss at reasonable prices. Order Early.

PRICES, SMILAX AND MAGNOLIA

Case. No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50



LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$ 6.00
3 feet high.....	.15	1.50	9.00
4 feet high.....	.20	2.00	11.00
Assorted sizes, 2 to 4 feet.....		1.50	9.00
Extra large sizes, 5 to 6 feet, \$0.50 each.			

Caldwell, The Woodsman

Evergreen, Alabama

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



*Indestructible Voile and Crepe de Chine Frocks—\$19.50—*were \$27.80 to \$32.50—Indestructible voile in white, cindotted tan or gold, made over India silk linings with white Georgette crepe vests and hand-run filet lace collars—a decidedly smart frock, \$19.50. White Crepe de Chine frocks of excellent heavy quality with navy blue satin sleeveless jackets that may be worn separately—\$19.50, were \$32.50.

*A Sale of Lovely Wash Dresses \$8.75—*The average savings amount to nearly half! Fresh, pretty styles, every one of them. Beautiful ginghams, fine, airy voiles, crisp, neat linenes, sheer batistes and organdies, in a variety which embraces approximately ninety dresses. All of the cleverest fashion features of the Summer season are splendidly represented. An event worthy of early attendance, when we say choice this morning for \$8.75.

*A Sale of Blouses—Twenty Styles at a Special Price—\$1.95.—*A special purchase of a manufacturer's surplus stock and models made up from end pieces of his popular fabrics. Included are some models that have been special values at \$2.95 in our own stocks, the fruits of purchases to advantage. Any blouse in the collection is worth more than this disposal price. Some twenty styles in all, including many slip-on models.

*White and Pink Waists to Go Holidaying—*All the smart new models. Even a lovely organdie one with embroidered organdie collar for \$2. And a charming little pink voile slip-over with white organdie ruffled collar, \$2. These give an idea of what wonderful values there are at small prices. At \$2.50 come handsome dimities, linens and voiles.

*All Short Lengths of Colored Dress Cottons—*Not a wash goods remnant excepted! Every wanted material is to be found; practically every coloring and every style. Plenty of usable lengths for house dresses, for street frocks, for aprons and children's dresses, and men's shirts. Choice at one-half price.

*Count it a Good Day's Shopping When You Purchase These—Dress Cottons and White Goods Today!—*Higher prices are not in the future; they're here now. Abundant supplies purchased months and months ago make possible such values as these: Novelty Black and White Striped Skirting, about half price today at 35c yard. These are 36 inches wide, splendid quality; thoroughly desirable. While the assortments last today, choice a yard 35c. 36- and 40-inch Woven Voiles Yard 50c. A large and varied array of colorings included in this assortment. Short Lengths of Wash Goods About Half. Practically every desirable weave; most any color and combination.

*Millinery Announcement—*Our new fall hats have arrived and are creating a profound impression. Brimful of new ideas, original in material and superb in style, this early display will guide one to a more just estimate of the new trend of fashion.

*We Have Trimmed All Our Untrimmed Hats and Shall Sell Them Today at \$8.—*This price barely represents the value of the smart shapes, untrimmed. The clever workmanship, and the flowers, the wings, malines, etc., with which they are trimmed—all these are not reckoned in the price, because we want to clear this stock—balance of our early season's untrimmed shapes.

*Opportunity Days, Indeed—Hosiery: Lowered Prices—*Four excellent values that should keep the hosiery shop hummily busy the entire day. Each one is substantially underpriced. Complete size ranges in every instance. Women's Seamless Cotton Hosiery, 19c, or 3 pairs 55c. Choice of white or black stockings, with double garter tops and double heels and toes—Extraordinary values.

*Women's \$6.50 Patent Leather Oxfords, \$4.85.—*With the quality, style and finish it seems hardly credible that these oxfords should be only \$4.85 a pair. They are one of the smartest styles of the season; and the size range is fairly good. In a long toe model with light turn soles and full French Louis heels.

4,800 Pairs Women's Silk Gloves, 65c. Women's Two-Clasp Silk Gloves, good looking and most exceptional value at this little price. It may be mentioned that some of these Gloves have been extra value at much higher prices, but that remainders of these other value sales are gathered together at the one clearance price, 65c. The colors are black, white, gray, tan, brown, and champagne. With self and contrasting embroideries, and with double finger tips to insure good service.

*A Most Important Special Offering of 249 Pairs of Men's Oxfords, Special at \$4.95.—*These oxfords have been selling regularly at much higher prices all season, and will now be offered at this unusually low price to insure immediate disposal. The collection embraces 60 pairs in Russet; 98 pairs in Black; 91 pairs in Canvas, with leather or double service fibre soles.

*Men—Lisle Socks from Paris.—*Old prices for new socks—because they were a part of our last year's order. Most men appreciate French lisle when it is so fine—and so scarce. Colored grounds shot white with vertical stripes—fine and refined, \$2 pair. Purple and navy with vertical allover stripes, \$1.75 pair.

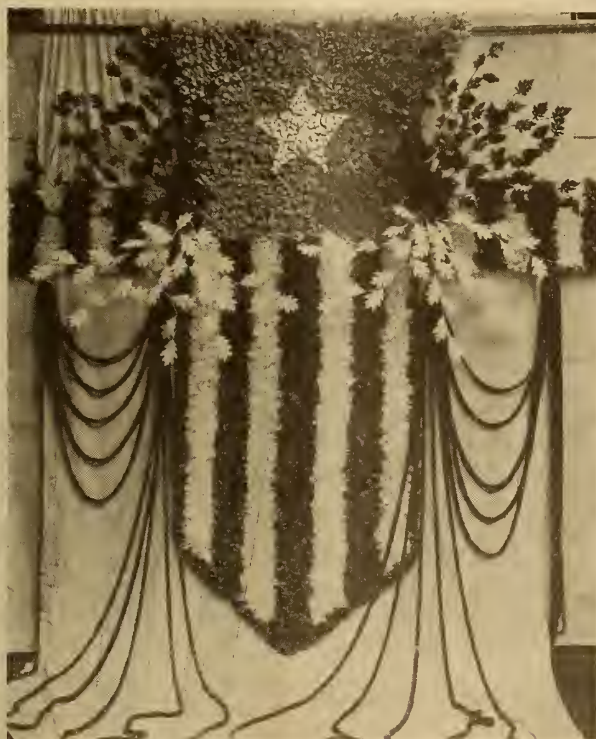
DESCRIPTION:—

Made of extra heavy compressed papier mache. Head and body in full relief, wings half relief. All details brought out strongly. Spread of wings 3½ ft., height 2½ ft. Finished in gold, waterproofed for outdoor displays. This is a splendid number for high class stores where a striking patriotic display is desired. Especially suitable now for Liberty Loan drive.

Price, each,
\$32.50



THE GREAT AMERICAN EAGLE—For Outside or Inside Displays—Orders Promptly Filled
THE ADLER-JONES COMPANY, 333 South Market Street - - CHICAGO



PATRIOTIC WINDOW SET PIECE

J. F. GASTHOFF & CO., Manufacturers of
Artificial Flowers and Decorative Supplies
DANVILLE - - ILLINOIS

Patriotic Decorations

Made of our floral sheeting. Something very showy, rich looking and inexpensive.

Patriotic Window Set Piece

Size of shield is 4x8 ft., at \$3.00 each. Very much different than the ordinary cardboard effect.

Can also furnish with the above a papier mache plaque of President Wilson at \$1.50 each and Torch of Liberty at \$2.00 each, to fit center of shield.

12-inch borders in red, white, or red, white, and blue at 15c per running foot, to fit side of shield.

8 Red Poppy Sprays, with silk flowers and green cloth foliage. Size of spray is 16x36 inches. Price \$5.50 per set of 8 sprays.

10 Gold Oak Sprays at \$1.20 per set.

1 Bolt Gold Fiber Roping, 180 feet to bolt, at 95c per bolt.

Can also furnish same in combination red, white, and blue.

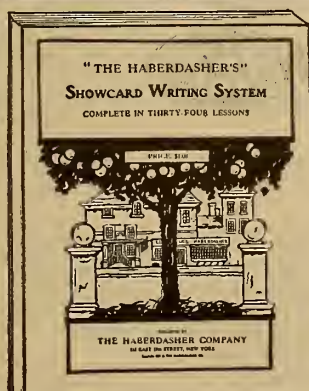
All we ask of you is to give us the width of your window and we will make up the display complete.

Send your order in today.

NOTICE—If you are interested in fall decorations look on pages fourteen and fifteen of the August issue of this journal, which show a very interesting line of decorations. Write for catalogue.



Small shield, 22x48 in., \$1.50 each.
36x72 in., at \$2.00 each.



"The Biggest Value in Instruction Books I Have Seen for a Long Time"

That is what a publisher of a trade paper for showcard and sign people says. The book is written by A. E. Hurst and C. J. Nowak, two of the best known showcard authorities of America. In 34 lessons the book covers every phase of the subject of showcard writing for retail stores. Specially valuable, because it contains all the latest ideas. Of help to both the beginner and the man who wants to be up-to-the-minute.

Ask for *The Haberdasher's Showcard Writing System*.

PRICE **\$1.00** PREPAID

The Merchants Record Co. 431 South Dearborn Street CHICAGO, ILLINOIS

94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

Air Brush with pencil grip

WOLD
1918 Type "U"



(EXACT SIZE)

Here Is the Air Brush

That we started out more than twenty-five years ago to design. Now we offer perfection in simplicity of operation and performance. Hold the brush as you would a pen or pencil—just one downward movement of the first finger produces a fine line or a broad spray.

Write for Special Descriptive Circular

The WOLD AIR BRUSH MFG. COMPANY HAYMARKET THEATRE BLDG. **Chicago**

SHOW CARD WRITERS WANT

We have constantly more requests for show card writers than we can possibly supply.

BETTER LEARN

this fascinating art. Big money; work easy; field unlimited. Write today for new literature explaining our five separate courses. Right now is the time to begin.

**Merchants
Everywhere Need Help**

ADDRESS

DETROIT SCHOOL OF LETTERING
DETROIT Established 1899 **MICHIGAN**

"Oldest and Largest School of Its Kind in the World"

L. S. STRONG, President

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal*

Illustration shows actual size of three smallest widths made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

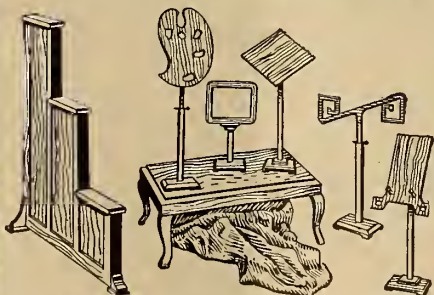
Send for 1918 Booklet showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl Street, NEW YORK



MAKE YOUR SHOW WINDOWS PAY YOUR RENT



Thru Good Window Display—Our Line of Wood Display Fixtures Will Help You

MANY SALES ARE MADE ON THE SIDEWALK
Catalog on Request

THE OSCAR ONKEN CO., 3742 W. 4th St., CINCINNATI, O., U.S.A.

ENDORSED BY ALL LEADING STORES



*All Broken
Fingers Gone*

Use "Over Night" wax cement—joints solid as welded iron. Tube \$1.00. Money to accompany order.

Our wax figure repair and refinishing department produces the most artistic work achieved in this line; mareel waved hairdressing only.

JULIUS BLUMENTHAL

166 North State Street

Chicago, Ill.

Want, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion. Please remit when sending copy.

WANTED—Window Decorators and Card Writers. We know of excellent positions open from time to time. Write us in confidence. Boyd System, Washington, D. C.

WANTED—We have an opening in our display department for a young man who wishes to learn the work. Familiarity with dry goods, clothing or any other department would be helpful. Application and interest in duties will do the rest. Offers splendid opportunity for advancement in a large and growing department store. The F. Johnson Co., Holdrege, Nebraska.

WANTED—Energetic, conscientious young man for assistant in Display Department. Must be good card-writer. An unusual opportunity for one who has the patience to develop into a first class man. Give full particulars as to experience and references. Address, T. Guy Duey, Display Manager, Wurzburg's, Grand Rapids, Michigan.

WANTED—Experienced man who can trim good windows, write cards and has some experience in advertising, for one of the best Ready-to-Wear stores in western Pennsylvania. Special opportunity for A-1 hustler who can show results. State age, experience and salary expected, with reference, and be prepared to come to work at once. Address, J. S. Cohn, Butler, Pa.

SHOW CARD WRITERS ATTENTION—Blick's famous "Master-Stroke" Brushes are still selling at "before the war prices." They are used by leading Card Writers everywhere. Write to-day for Bulletin M. Dick Blick, Galesburg, Illinois.



\$8.50 FOR AN AIR BRUSH
That Meets Every Requirement
Practical Air Brushes—are used by all leading Cardwriters, Display Managers and sign shops, as well as many others, because they are Practical.
Order yours today.

ECONOMY MFG. CO., 4755-57 London Avenue, CHICAGO, ILL.

Our Catalog of Card Writing Supplies with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

327-329 SO. CLARK STREET CHICAGO, ILL.

Carey
WALL BOARD

For Window Backgrounds and Remodeling Purposes.

Only tools needed—sharp knife, hammer and nails. Five beautiful finishes: plain gray and tan, golden oak, mission oak and circassian walnut.

THE PHILIP CAREY CO.

1030 Wayne Ave.

Lockland, Cincinnati, Ohio

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

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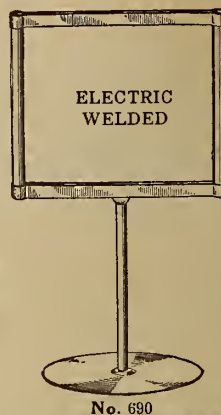
Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO



Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690

LET YOUR NEXT FLORAL DECORATIONS BEAR THIS LABEL "Nature's Rival"

The exquisite thrift line combining Beauty, Quality and reasonable cost, is shown each season in your locality. Let us know if you are interested and our representative will call. If unable to reach you we will send samples.

WM. BUHRIG CO.

E. C. DIETZ, Owner
Established 1899

219 E. 34th St.

New York City

Yanks' Trench Helmet

An exact reproduction in papier mache of the real article.

Painted in olive green.

Price, \$5.00 Dozen
\$50.00 Gross

Sell readily for a dollar
each over the counter.
Order early.

Send for our newest special
circular on Patriotic Display
articles, suitable for show
window, interior and outdoor
displays.

**AMERICAN ART PAPIER
MACHE WKS.**

1405 Irving Park Blvd.
Phone Wellington 9423 Chicago



A new, original
and effective paper
for artistic window
decoration.

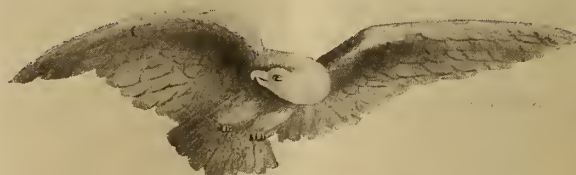
Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid
results by leading window
trimmers throughout the
country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

PATRIOTIC DECORATIONS —FIFTY DIFFERENT DESIGNS—



No. 1247 Eagle—36 inches long, \$1.50

Statue of Liberty, 7 ft. high. Uncle Sam, 5 ft.
high, Shields, Eagles, Relief and Full Figure.

Ask for catalog—Order early.

The Old King Cole Papier Mache Co.
CANTON, OHIO

THE MERCHANT

who wants to make his advertising
more effective should read The
Advertising World—a magazine of
great help to the retail advertiser.
\$1 the year—and will pay for itself.
A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD

Dept. M. R., COLUMBUS, OHIO

USE OUR "RELIABLE SECONDS" IN SHOWCARD BOARDS (WHITE AND COLORED) AND SAVE MONEY

Samples and prices cheerfully furnished
upon application

DOUGLAS WRAY PAPER CO.

INCORPORATED

Largest Exclusive Dealers in
Reliable Seconds in Cardboards

PRINTERS BUILDING

CHICAGO



Artificial Flowers

and

Natural
Preserved

Foliage

and

Plants



New and Artistic
Designs that are
Different



Make your selection
from our

New Catalog
No. 412

No. 3548. Artistic Chrysanthemum Basket, white enamel finish,
44 inches high, 36 inches wide, filled with natural prepared oak
branches in Fall colorings and 6 large muslin chrysanthemums in
yellow, with butterfly

\$ 9.00

The above basket with gold foliage and either white or yellow chrys-
anthemums. Very rich and artistic

\$15.00

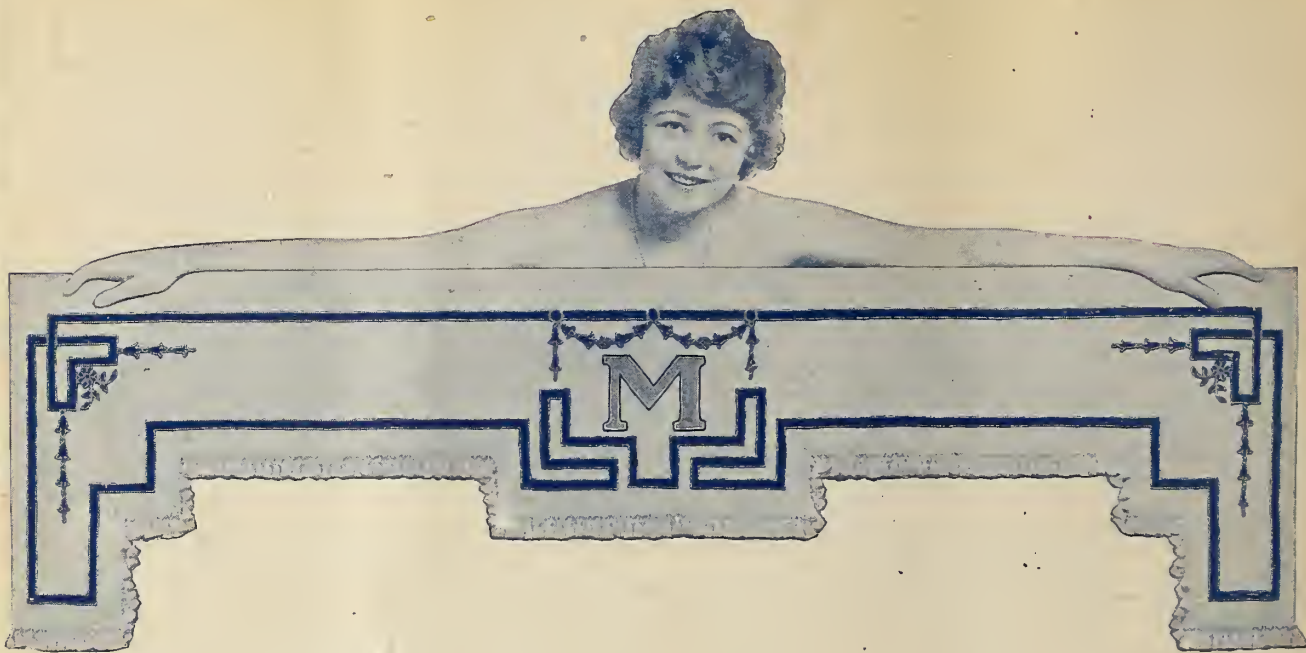
FRANK NETSCHERT

61 BARCLAY STREET

PHONE
BARCLAY 6410-6411

NEW YORK

F. G. SCHMEHL
Manager



Valances

Show Window Valances have become a permanent institution and most modern stores have already installed draperies of one kind or another.

If you already have GOOD valances—the kind that really beautify your store front, you need read no further—

But if you have inappropriate, poorly made valances or none at all, step into line and find out NOW what REAL valances will cost for YOUR front.

Send glass sizes of your windows and we will mail Folder or Valance Designs in actual colors with recommendations covering your requirements.



Draperies Department

Curtis-Leger Fixture Co.

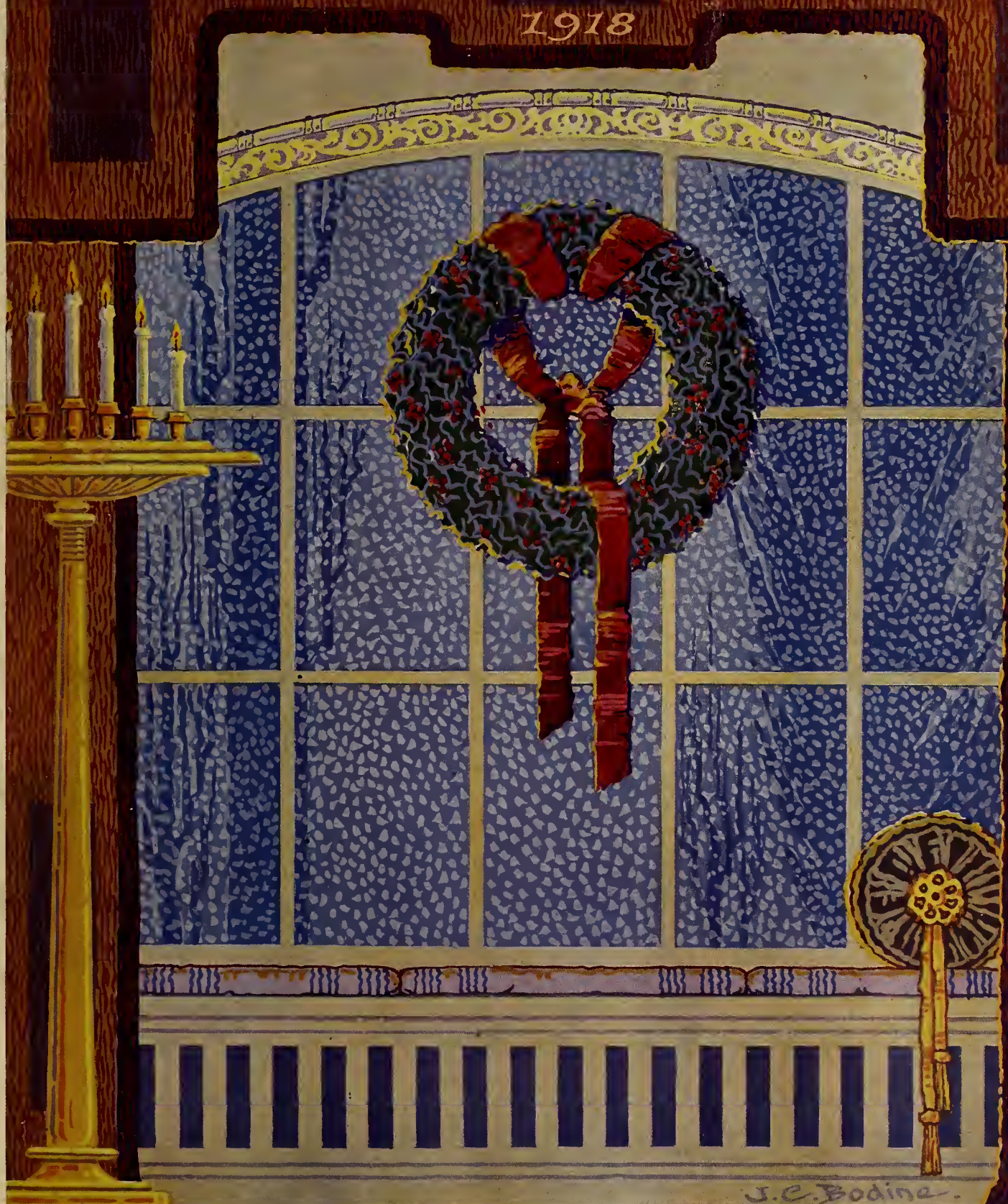
237 W. Jackson Blvd.

Chicago

36

Merchants Record and Show Window

October
1918



J.E. Bodine.

Buy Fourth Liberty Loan Bonds—Put the "Pay" into Patriotism

SEND FOR OUR CATALOG NO. 12W — FOR YOUR FILE



THE HOUSE EXCEPTIONAL

For

**Metal and Wood Display
Fixtures**

**Wax Figures and Forms
of Merit**



THE BARLOW-KIMNET CO.

Display and Show Rooms

724 Broadway N. Y.

BOSTON OFFICE

52 Chauncey St.

F. W. RICE, Rep.

FACTORY

Holyoke, Mass.

DETROIT OFFICE

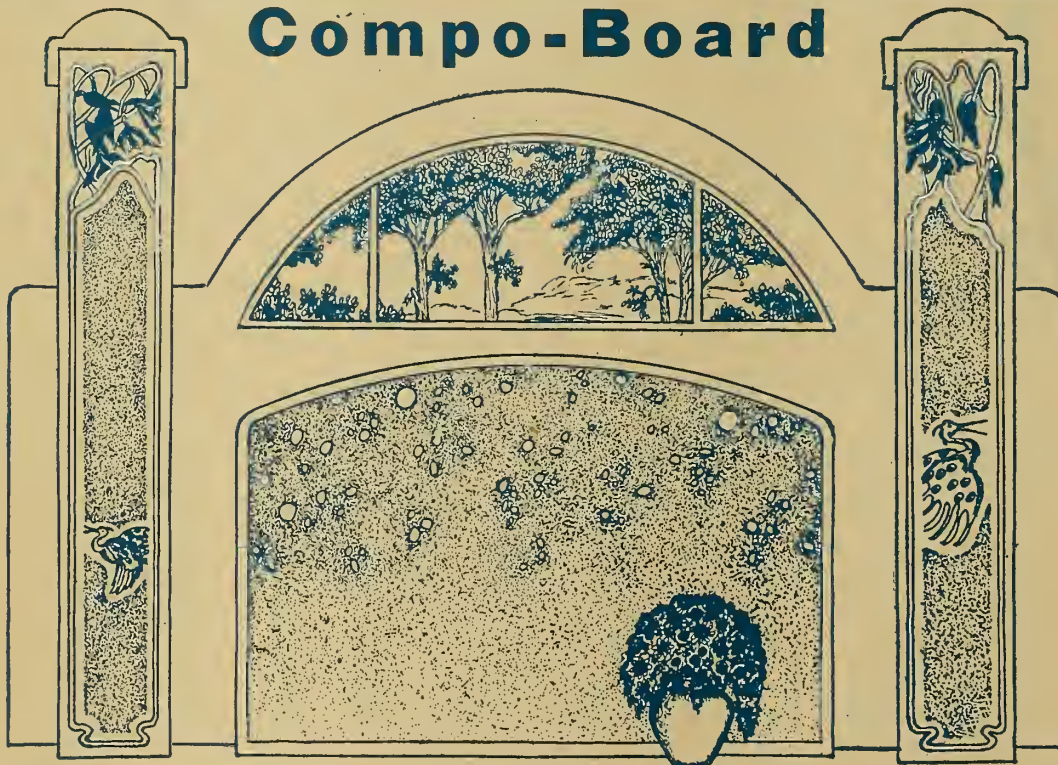
78 Wash. Blvd.

R. J. BENNING, Rep.

COMPO-BOARD

Compo-Board

COMPO-BOARD



Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board. Send for free illustrated book, together with samples and prices.

Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$2.00 a Year
All Other Countries \$3.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.

Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

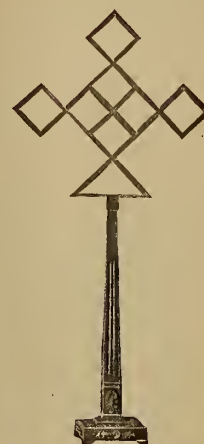
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VOLUME XLIII

NUMBER

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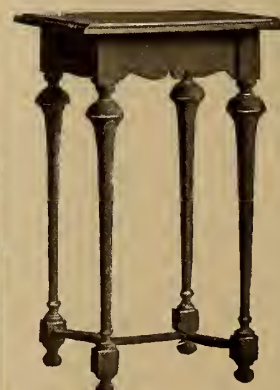
MAKE BUYERS OUT OF PASSERS BY

Hugh Lyons has originated several period designs in fixtures during the last few months.

Every fixture—before being offered to the trade—has been thoroughly tested in actual service.

Every fixture must be pronounced perfect for its purpose before being offered to our customers.

Our William and Mary, Queen Anne, Chippendale and Adam period fixtures have all undergone this thorough test, conducted by expert display men.



HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"

LANSING - MICHIGAN

NEW YORK SALESROOM
 35 W. 32nd. STREET

CHICAGO SALESROOM
 234 S. FRANKLIN ST.

The Flyer

for Speed, Steep Grades
and Easy Operation



This neat Bracket adds to the looks of store. Does not detract as all other Wire-Line Carriers do. THE FLYER has a *positive* automatic action which makes it absolutely sure to reach its destination *every time*. Can be fastened to high or low shelving or high show case, as it has only a single fine wire for each station.

BALDWIN FLYER Cash and Package Carriers

give your store that refinement of prompt service with quiet dispatch of cash and goods to a central desk that pleases customers and helps you to sell more goods.

The BALDWIN SYSTEM

insures a double checking of each transaction, and with its one receiving station, eliminates expense of extra cashiers, inspectors, etc., while giving the quickest possible service, and preventing costly errors.

Our Up-Shoot and Over-Shoot Cash Carriers operate between floors and reach difficult points in your store without expense for power. Get quick action in your Store Service at the least expense.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

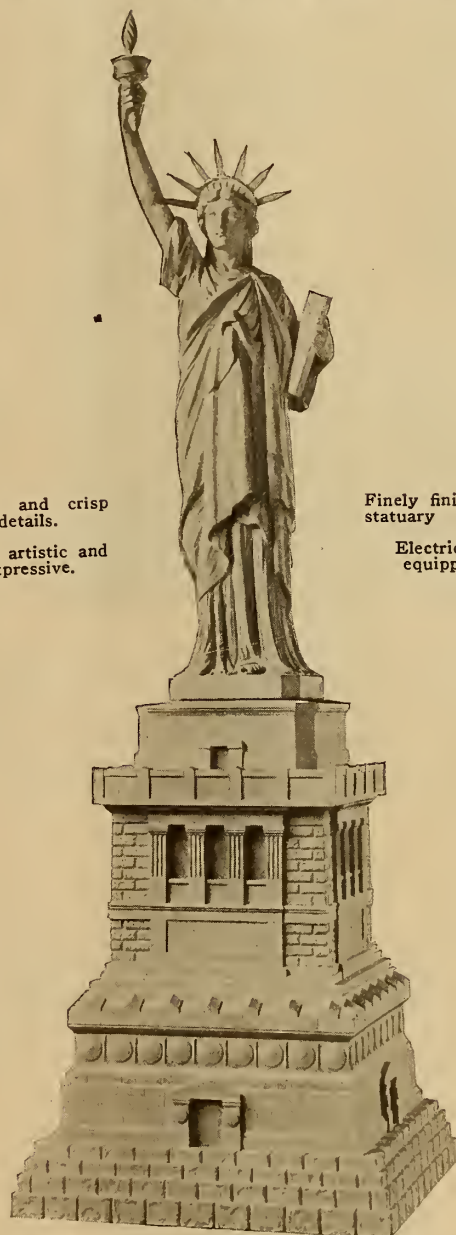
Write Today for Your Copy of our Catalog

**James L. Baldwin
and Co.**

352 W. Madison Street, Chicago

Statue of Liberty

The Finest Replica Ever Offered for Sale



Sharp and crisp details.

Truly artistic and expressive.

Finely finished in statuary bronze.

Electrically equipped.

HEIGHT 78 INCHES

This Statue of Liberty is cast in hard Gypsum composition, finely modeled and finished in statuary bronze by a new process, which makes it difficult to distinguish from real bronze.

Furnished complete with all electric wiring socket, lamp, 5 feet of silk cord and attachment plug.

PRICE: Statue and pedestal.....78 in. high \$32.00
Statue only46 in. high 15.00

Prices are F. O. B. Philadelphia, carefully packed and boxed to insure safe arrival. We advise shipment by Express. Shipping weight of statue, 75 lbs. Pedestal, 150 lbs. Copyrighted and manufactured only by

Voigt Company

1743-47 NORTH 12TH ST.

PHILADELPHIA, PA.

SEND FOR CATALOGUES



Children's Wax Figures

Our latest catalog offers you
the finest and biggest selection
of Children's Wax Figures,
at reasonable prices.

Write for Catalog Today

FRENCH WAX FIGURE CO.

70 W. Water Street
MILWAUKEE, WIS.

BRANCH OFFICES

822 MEDINAH BLDG.
CHICAGO, ILL.

202 E. FOURTH STREET
LOS ANGELES, CAL.

15 W. NINTH STREET
KANSAS CITY, MO.



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service, Inc.

519-521 N. Halsted St.

CHICAGO, ILL.



NA-DE-CO Valances, Panels and Drap Shades

The metropolitan store, as well as the store
in the smaller town, will find in the
NA-DE-CO catalogue a window treatment
to fill its requirements.

The artistry of a large staff of experts in
window decoration has made the
NA-DE-DO line standard.

Write today for Catalogue R and sample
plushes.

National Decorative Co., Inc.

Designers and Manufacturers

Valances, Panels and Drap Shades, Plushes and Velours

Main Office and Factory:

538 Federal Street, CAMDEN, NEW JERSEY

THE VICTORY GROUP

PATRIOTIC DISPLAY OF LIFE SIZE FIGURES IN FULL NATURAL COLORS, FOR YOUR WINDOWS, LOBBIES AND INTERIORS



5 feet 10 inches high
150-point news board, lithographed full colors.



6 feet 4 inches high
150-point news board, lithographed full colors. Made to hold a flag or banner.



5 feet 10 inches high
150-point news board, lithographed full colors.

No one will pass by your windows without being attracted.



Size, 21x41 inches
150-point news board, lithographed full colors.

Be equipt to help your community in all patriotic work.

These figures are taken from life subjects and are exact likenesses in full natural colors of an Army and Navy enlisted man and taken at a National Army and Navy Training Camp.

The three large figures are collapsible and are packed together with the eagle in a strong container for express shipment.

This set is well made, and can be used over and over again for patriotic occasions, such as Decoration Day, Fourth of July, etc. Order today and be prepared.

Price \$17.50 Complete Set of 4 Pieces, F. O. B., Toledo, O.

The Fort Industry Lithographing Co., Toledo, Ohio

2500



2505



OUR LINE is so complete and comprises so many departments that we are regretfully compelled to "mix" this advertisement, but there are so many items that you are liable to need right now, that we can hardly afford to confine ourselves to strictly one item.

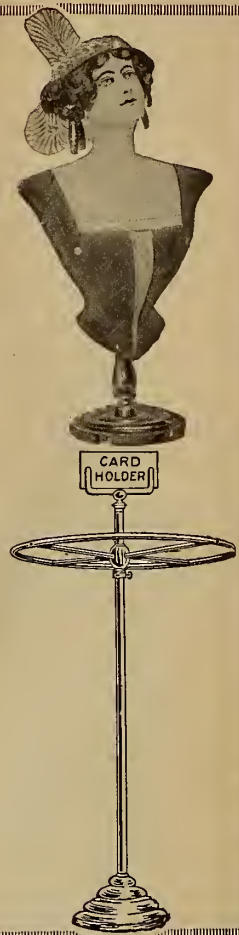
WINDOW VALANCES! Why wait from four to eight weeks to have your orders filled? The above represents two of eighteen styles carried in stock for immediate delivery, send for catalog or samples. Write for Catalog "E" of metal fixtures, forms, wax figures, racks, etc., also Catalog "L" of period wood and glass fixtures.

Visit our beautiful show room.

THE HECHT FIXTURE CO.

Medinah Bldg., Wells St. and Jackson Blvd.

Chicago, Illinois



**FOR
YOUR
PATRIOTIC**

**D
I
S
P
L
A
Y
S**

A Remarkable Likeness of Our President

Life size; twenty-eight inches high—Made of extra hard plaster composition. Four washable finishes—White, Antique-Ivory and Bronze at \$12.50. Painted natural to life, \$16.00. Plain unfinished, \$11.50.

PATRIOTIC DISPLAY SERVICE

17 Washington Blvd.

Detroit, Mich., U. S. A.

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The **Goodform** name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.

Our Book of Trims will be of service to you.

Yours for the asking.



HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.



SERVICE SOLDIER

18 Inches High

Have you soldiers in the service? Put one of these in your window, pasting or marking the number in service in center of star.

Each\$0.75
Dozen 7.50

Send for our catalog of
Patriotic Displays
Cut-Outs and Papier-
Mache Novelties



LIBERTY STATUE

Electric wired. Is an exact reproduction of our famous Statue of Liberty in the New York harbor. Small size, 19 inches high. Made of Plaster of Paris. White, each\$2.00
Bronze, each 2.50
Gilt, each 2.50



SERVICE SAILOR

18 Inches High

Have you sailors in the service? Put one of these in your window, pasting or marking the number in service in center of star.

Each\$0.75

We can deliver the goods at the right price.

L. Baumann & Co.

LEADING IMPORTERS AND
MANUFACTURERS

357-359 W. Chicago Ave., Chicago, Ill.

Xmas Season

Catalog's
Ready



No. 673. Holly Wreath, fine green leaves and red berries, trimmed with mistletoe sprays, 32 inches in diameter. Each\$ 3.50
Dozen 35.00



APPLE TILTS HEAVENLY INSIDE
AND THE F-LE CAME OUT TO SEE.
HE GREW SO PROUD HE QUIDED AROUND
"THERE'S NOBODY HERE LIKE ME!"
WELL IT BARELY HE FELT IN A WELL-
AND VERY DOWN WAS HE,
SO THERE HE STOOD ON HIS STRETCH
FOR HE COULDN'T STEP UP HIMSELF

Nos. 41-44. Toppily Tilts. Four panels to the set. Taken from "The Rhyme of a Run." Each 15 inches wide, 40 inches high. Price, per set.....\$2.00



No. 2060. Kindergarten Cut-outs. To be cut out and applied. With a little care and study some very interesting designs can be worked out. In natural colors. Sheets are 19 inches high and 5 feet long. Two sheets, A and B, comprise full repeat of 10 feet. Price, per sheet.....\$0.60



No. 2050. Playtime. Another fine frieze for the Children's Window. Sheets are 20 inches high and 5 feet long. Two sheets, A and B, comprise a full repeat of 10 feet. Price, per sheet.....\$0.40

Special Catalog of Baumann's "Art Panels" illustrated in Colors. Write at once.

DISPLAY MORE CHRISTMAS GOODS

By Using the Leon Attachment on the Fixtures You Now Have

Any old metal fixture that you have can be used in hundreds of new ways by using the Leon Attachment. It fits automatically at any place on the standard, on the top, or cross bar. It can be placed on the background, sidewall or window posts. It is the most usable and practical display device ever invented. Christmas displays are the most important of the year. Send for a sample lot of 12 Leon Attachments and try them out.

Conserve Your Old Fixtures

The scarcity of metals makes it desirable that you use your old metal fixtures. This can be done by using the Leon Attachments, making your fixtures modern and attractive in every respect.

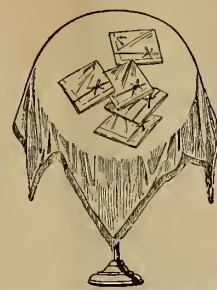
Over 1000 Uses

Save the Expense of New Fixtures

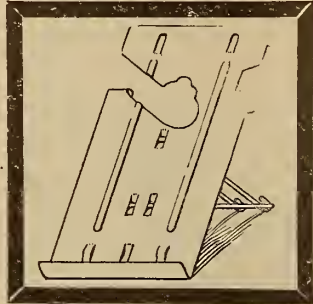
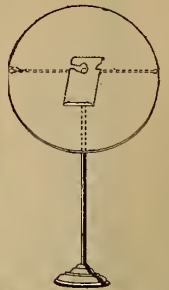
Hundreds of dollars that you otherwise would spend for fixtures can be saved by using the Leon Attachments to make your old fixtures strictly up-to-date.

Send for our catalogue, descriptive matter, prices, etc., today.

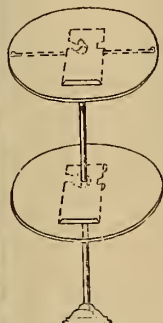
MORRIS LEON MFG. CO.
220 West Superior Street, CHICAGO



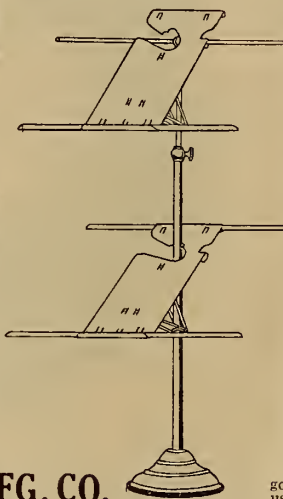
The above illustration shows the Leon Attachment attached to the T-stand, supporting a circle cardboard, in which to display Xmas linens, handkerchiefs, etc.



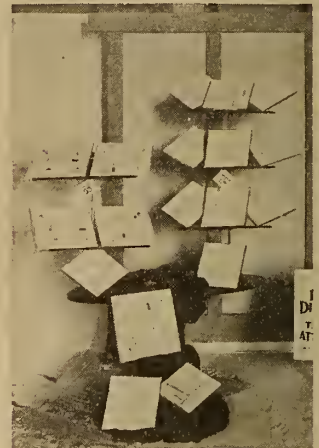
Effective displays for jewelry, novelties, notions, etc., may be quickly executed, with the aid of the Leon Attachment and cardboard circles, as shown by untrimmed cut to the right.



Untrimmed



Untrimmed



For displaying various lines of boxed goods, such as the above handkerchiefs, we use the angle bars, in connection with the Leon Attachment, as shown in the untrimmed cut to the left.

Display Forms

will do the work of your missing salespeople—



Frankel's Patent Girdle Waist Forms show the waist most advantageously and require no pinning. The girdle acts as the skirt and makes a finished and complete display unit. Send for our catalogs.

They will show the merchandise to the customers in the most attractive way and they will reduce the amount of human labor required to make sales—

A liberal use of *Frankel Display Forms* assures a continuance of good service whatever may be the handicap through scarcity or help.

Frankel Forms are best to use because they are shaped right, made right, finished right and sold at the right prices.

If it bears the name *Frankel*, you know it is "The Best Only."

MAKERS OF "THE BEST ONLY"
FRANKEL
DISPLAY FIXTURE CO. N.Y.

Manufacturers
Display Fixtures, Forms, Wax Figures
1146 BROADWAY at 27th Street

NOVELTY PAPERS and DECORATIONS

For Patriotic Displays, Christmas and other special occasions.

It is surprising what a good showing you can make for a little money with our materials.

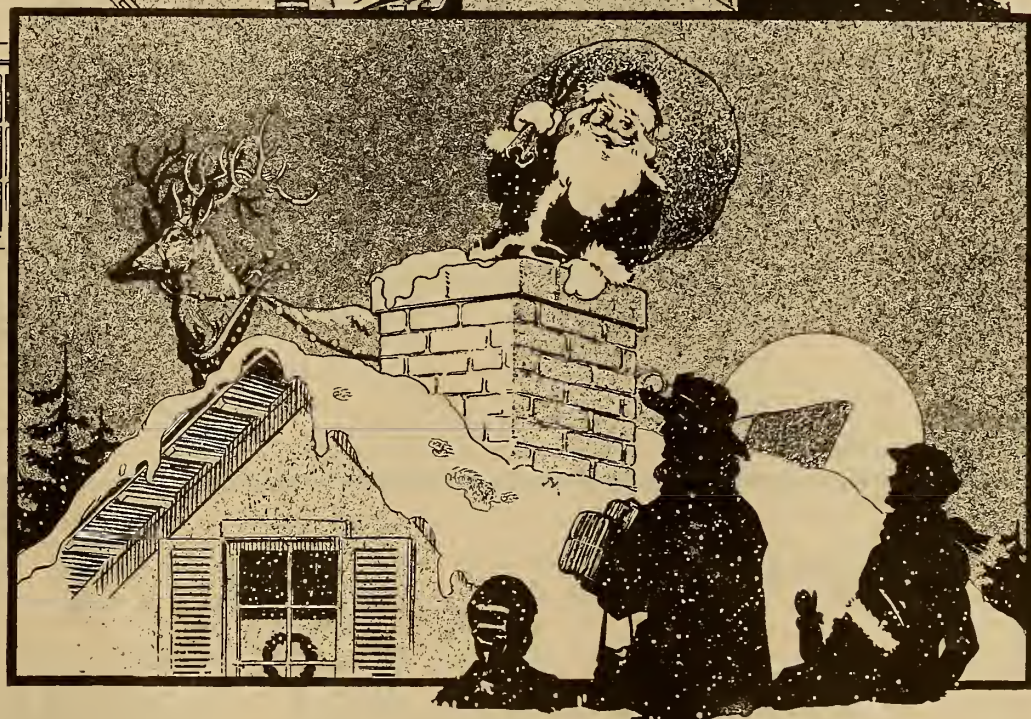
Write for our samples and prove this for yourself.

DOTY & SCRIMGEOUR
SALES CO., INC.,

74 Duane St.
New York City



You can't expect Beaver Board results unless this trademark is on the back of the board you buy.



Just the Thing at Xmas Time

Beaver Board for the reindeer.

Beaver Board for the chimney.

Beaver Board for the roof.

Beaver Board for the background.

This sturdy lumber product is just the thing you'll need in the store and windows at Xmas time.

You can saw it, nail it, bend it. You can paint it and decorate it. You can do all these things with it when you build your Holiday Dis-

plays, and then use it over and over again in many other ways throughout the year.

No other building material, has such a variety of uses. Just think how economical these qualities make Beaver Board.

Order some now from your lumber or building supply dealer, and plan your Xmas Displays. Be sure you see the Beaver Board trade mark on the back of every sheet of genuine Beaver Board.

THE BEAVER BOARD COMPANIES
101 Beaver Road Buffalo, N. Y.

Branches in Boston, New York, Baltimore, Cleveland, Detroit, Chicago, Minneapolis, Kansas City and San Francisco.

Manufacturers also of Beaver Greenboard and Beaver Blackboard.
Distributors in principal cities. Dealers everywhere.

BEAVER BOARD

FOR PERMANENT OR TEMPORARY BACKGROUNDS. CUTOUTS AND DISPLAYS

Order Your Wild Smilax **NOW** Discount the possible delays in shipping by sending me your order at once.



SOUTHERN WILD SMILAX

Being packed out in the open for shipment to all parts of the world.

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance on account of the war.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Beaven's Southern Wild Smilax

Is an indispensable aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any store.

Beaven's Magnolia Foliage

This is a beautiful glossy foliage. Retains its attractiveness for a long time. Splendid effects in massing this green. Shipped in same size cases as Wild Smilax and at same prices.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for Show Window Floors.

Beaven's Fadeless Green Moss is shipped in Bags containing 100 sq. ft. Price \$4.00, f. o. b. shipping point

Long Needle Pines	Each.	Dozen.	Per 100
As beautiful as palms in decorations.	2 ft. 10c	\$1.00	\$ 6.00
Chamaerops Palm Leaves	3 ft. 15c	1.50	9.00
Sabal Palm Leaves	4 ft. 20c	2.00	11.00
	25c per doz.	\$2.50	per 100
Chamaerops Palm Crowns	Each.	Dozen.	Per 100
Our native palm plants with their roots removed.	3 ft. 15c	\$1.50	\$11.00
Southern Grey Moss	4 ft. 20c	2.25	15.00
	5 ft. 25c	3.00	20.00
	25 lb. sack,	\$3.00.	

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

E. A. BEAVEN COMPANY
Evergreen Alabama

Have You Bought Your 4th Liberty Bond?

Do It Now !



Also - -

Do Your Xmas Ordering Now

Write for Our Complete Catalog No. 346

Carl Netschert Estate

12 N. Michigan Ave.

Chicago, Ill.



—the two best “buys” in the United States:

Liberty Bonds and Hess Holly Cards

FOUR things combined have made my holly cards the most popular on the market—they are: Good Designs; Good Printing; Good Cardboard (coated two sides) and Right Prices.

Speaking of prices: Ever since I began selling holly cards my one aim has been to give the best card possible for the least money.

I don’t “kill” my designs. I don’t sell them to sign-shops nor agents nor wholesale houses. My constant endeavor is to sell one design to but one firm in the same city, unless the town is very large, and then I make sure the stores are widely separated.

Style No. 416—Holly Spray, Candle and Fruit Panel in 4 Colors

Furnished in four sizes: 11x14, 7x11, 5½x7 landscape and 7x11 upright. On this page is shown the holly spray and panel design in sizes used on 5½x7 cards. They are proportionately larger on other sizes. Handsomely printed in four colors—and remember only four sizes.

Style No. 408—Santa Claus in oval, Holly and Mistletoe—done in two tones of green, red and black. An exquisite drawing of Santa—and very popular. Furnished only in 11x14, 7x11, 5½x7 landscape, 7x11 upright.

Style No. 401—Candlestick, Holly and Broken Scroll Design—done in three colors and gold. A great favorite. Furnished in every size as listed below:

Prices of Style Nos. 416, 408 and 401.

CAUTION—Refer to description to see the sizes to be had in each design.

Size	11	x14	inch, landscape, per 100,	\$4.00;	less than 100,	\$4.25.	Weight per 100,	17	lbs.
“	7	x11	“ “ “ “	2.75;	“ “ “ “	3.00.	“ “ “ “	8½	“
“	5½	x 7	“ “ “ “	1.50;	“ “ “ “	1.75.	“ “ “ “	4	“
“	3½	x 5½	“ “ “ “	1.25;	“ “ “ “	1.50.	“ “ “ “	2	“
“	2¾	x 4	“ “ “ “	.75;	“ “ “ “	.90.	“ “ “ “	1¼	“
“	7	x11	“ “ “ “	2.75;	“ “ “ “	3.00.	“ “ “ “	8½	“

All prices on holly cards are F. O. B. Chicago, and cards are always sent by express or parcel post—never by freight unless specifically ordered.

Orders under \$3.00 should be accompanied by check. 3% ten days.

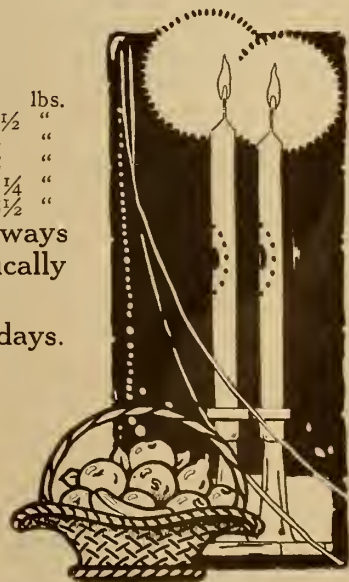
Sample sheets upon request.

Honor Rolls in great variety—Agents Wanted.

G. WALLACE HESS

1520 North American Building

CHICAGO



CARTERS FAMOUS GREENS

for Fall Displays

Nearly every one is using nature's greens this fall. It is not necessary to remind you of the wonderful attractiveness of fresh, green smilax for showing off to advantage your fall displays of merchandise. Let me serve you as follows:



The above illustration shows just a corner of our shipping department. On these beautiful Fall days everything is handled out in the open where we are all right close to nature. Exceptionally fine crop this fall.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft.	Price.....	\$4.50
Case No. 2 contains 400 sq. ft.	Price.....	3.50
Case No. 3 contains 300 sq. ft.	Price.....	3.00
Case No. 4 contains 200 sq. ft.	Price.....	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen	\$1.25
Per 100	7.00
Chamaerop Palm Crowns.....	Per doz. 2.00
Chamaerop Palm Leaves.....	Per 100 2.50
Sabal Palm Leaves, the large kind.....	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.....	\$2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft.	4.00

ORDER NOW

Geo. M. Carter

Evergreen

Alabama



No. 616

Substantial Fixtures for making Sensible Displays

By confining our efforts to manufacturing and selling the commonplace types of

display fixtures, which are the foundation of good display, we can offer a strong line of goods at unusually attractive prices.

We do not make high novelties, but specialize in regular display needs.



No. 440.

Stands for hat, shoe, neckwear, belt, collar and tie, shirt, display counter stands, shirt waist forms, costume forms, wax figures

Write today for our catalog.

S.M. MELZER CO.

915 Filbert St.
Philadelphia, Pa.



No. 709.



No. 444.

HOT AIR OR MERCHANDISE?



No. 129EJ-W. Bust and shoulders of hard baked enamel in beautiful flesh tint. Body covered with white jersey, finished with taped edge. Exquisite enameled base and upright with metal standard.
Price, \$6.00 each

Which do you want?

We don't carry the first but we have a complete line of wax figures, forms and display fixtures at prices that will compare favorably with those of any reliable manufacturer.

Others have tried us and have come back to us year after year because they are satisfied with our quality and the treatment we accorded them. You will like us, too.

Write today for our catalog M, or visit us when in town.

J. B. Williams

Salesrooms
1131 Broadway
Office and Factory
31 West 4th St.
New York City

NEBEN

ORIENTAL CREPE CRETONNE & SILK MOIRE CREPE PAPERS

The Finest Decorative Paper in the World
MARVELOUS COLOR EFFECTS

The Neben famous Oriental Crepe Paper Specialties are the most wonderful productions in decorative papers of the 20th century.

The elaborate, sensational and brilliant colors harmoniously intermixed, producing the most wonderful effects in brilliant tones softened and harmonized beyond the comprehension of the most skilled artist of the day.

There is no substitute in the world to take the place of the Neben Oriental Papers for decorations.

CHRISTMAS WINDOW and INTERIOR DECORATIONS

UNLIMITED POSSIBILITIES for the Neben Oriental Crepe, Cretonne and Moire Papers for Christmas window decorations will make the customers stare with amazement at the gorgeousness of the window display.

SAMPLES AND PRICES, with any other information you may desire, will be sent upon request. In order to receive your goods in time, send orders by return mail after you receive samples and prices.

Manufactured exclusively under patents by the

Neben Manufacturing Company, Inc., 127 to 137 Beekman St., New York, U. S. A.

Put Win in Your Windows



HELP sell more Liberty Bonds. Buy all you can yourself. While the fighting men are winning battles, you are winning dollars through your patriotism as exemplified by your window display.

Our 1918 Holiday Catalogue

Of all the annual holiday catalogues we ever issued, the one this year is by far the most complete. The season's newest originations in artificial flowers, backgrounds, window settings, cut-outs, etc., are laid right before you in the actual colors.

Our traveling salesmen are on the road and will call upon you, if in your vicinity. Drop us a postal card.

SEND FOR YOUR COPY OF THE HOLIDAY CATALOGUE IN COLORS. IT IS FREE!

The Botanical Decorating Co., Inc.

Manufacturers and Importers of Artificial Flowers and Papier Mache Decorations

208 WEST ADAMS STREET

CHICAGO, ILLINOIS

Here Is Another Way to Use

Special Introductory Offer

This offer is for our two new sizes as follows:

14 sheets, size 36x48 in., \$5

11 sheets, size 36x60 in., \$5

Order one of these packages today and give **-EZY-BILT-** a trial.



Showing how Fritz F. Johansen, with A. Holthausen, Union, N. J., used EZY-BILT in prize-winning display, Hunt-Crawford Co., Coshocton, O.

I have used EZY-BILT window board extensively and consider it the best window board on the market today. It is without doubt the handiest thing to have available in a department store—EZY-BILT window board is always sure to give the very best satisfaction. This has been my experience.

FRITZ F. JOHANSEN.

EZY-BILT window board is the champion window board used by all of the champion display men. EZY-BILT is particularly adaptable at this time for making cut-outs of every description, including backgrounds, figures, relief ornaments, etc.

EZY-BILT window board can be used in carry-

ing out the very excellent idea described by Mr. Homer H. Seay, pages 32 and 33, September, *Merchants Record and Show Windows*.

EZY-BILT window board should be the basis for your Holiday windows. Order now and have a supply on hand.

To display men to whom we have sent samples and descriptive literature, we especially urge to try out EZY-BILT. Take advantage of special introductory offer above.

HUNT-CRAWFORD CO.

COSHOCTON, OHIO

MERCHANTS RECORD and SHOW WINDOW

VOLUME XLIII
NUMBER 4

OCTOBER, 1918

Single Copies
Thirty-five Cents

The Retail Store in War Time

It is essential as a distributor of the needs of those who are helping the fighting forces and it is an indispensable institution in a democratic government.



THOSE who are looking about them to find some reasonable way of helping to win the war need not look far, as a rule, if there is an honest desire to be of material assistance. The faithful and energetic performance of everyday tasks is war work, just as truly as is the making of shells, the driving of a truck for the Ordnance Department, or the laying of rails for transportation of munitions up to the front line trenches. All war work is not spectacular or heroic. Very little of it is, as a matter of fact. But the larger part of it, which is rarely heard of, is just as necessary as the firing of machine guns or the operation of the tank. The machine gun could not be fired if someone back of the lines did not work to keep it supplied with ammunition. And the one who is keeping it supplied with ammunition could not work if others at home did not work to make the ammunition. And the ammunition could not be made if the maker was not supplied with food, clothing and other necessities of life.

Thus it can be seen that the maintenance of the commercial and industrial structure of the country is as necessary as fighting. If one wheel in the machine gives way the entire machine will become stalled.

Combined Efforts Necessary

Now it is only by extraordinary efforts that the different parts of the machine can be properly and adequately supplied with the needed amount of human labor. The more work that each individual performs the less labor will be required of other individuals, from all of whom the utmost effort is needed. If the effort is put forth it is an act of

patriotism, no matter what the task may be. If the effort is withheld or the job is regarded with indifference, it is the act of a slacker or of one who is false to his country.

There is a tendency to draw a line between different kinds of work and to define one kind as essential and another kind as non-essential, and to put in the first class those occupations which are engaged in manufacturing war material, and in the other class all occupations of any other sort. When it is remembered that the need of the men in the army and navy, as well as the needs of those who are supplying the needs of the army and navy, must be furnished without interruption, it is difficult to find occupations which can justly be classed as non-essential.

Retail Store Necessary Factor

The retail store is a necessary wheel in the war machine. As far as the army and the navy is concerned, the Government takes care of their needs. But the needs of those who are engaged in the manufacture of munitions, in the building of ships, in the maintenance of the railroads, in the raising and distribution of foodstuffs and in other civilian occupations, necessary to the continuance of the war, are just as imperative as the needs of the army and the navy. For these workers the Government has arranged no organized or systematized source of supply and distribution. Instead, it arranges so that these workers are paid in cash, and it tells them to go and purchase their needs where best they can. Certainly the retail store system of the country is the best answer. Without it, the war machine could not continue to operate.



SECTION OF BEAUTIFUL FALL OPENING DISPLAY BY A. V. FRASER FOR MARSHALL FIELD & Co., CHICAGO.

"Why is it necessary," comes the query; "could we not have vast depots of supply, under Government control, from which all the war workers might draw their needs?"

Certainly we could, and the plan might be carried out in a complete way so that practically every man and woman in the country would be working for the Government, so that there would be two armies—one a fighting army and the other an industrial army, both supplied with the necessities of life and in the same way. In other words, the entire country might be operated in a socialistic way—in theory. But we are not fighting for a socialistic form of government. We are fighting for a democratic form of Government, in which individual liberty of action, so long as it is in harmony with the purposes of the Government, is the fundamental principle.

As long as we have a democratic form of Government, which we all believe to be the best, just

so long must there be independent agencies of distribution for the needs of the citizens of that government. In other words, the retail store must and will continue to exist.

As long as the retail store does exist, it must continue to function in accordance with the methods to which the American people are accustomed. It is a commercial machine and its gears are all interdependent. Merchandise must be shown, described, measured, wrapped up, delivered where necessary and take the course that is customary in all such transactions. Each of these functions can be reduced and the merchants of the country and their customers are evidencing a patriotic spirit of co-operation in bringing about the necessary reductions. It is difficult, if not impossible, to eliminate entirely any of these functions. The aim should be to reduce to a minimum those consuming human labor and where possible throw the burden on those functions which are purely mechanical.

Outfitting the Modern Store

Sixth of a series of articles on the subject of store outfitting and arrangement—Showing how the modern store is equipped in the most up-to-date manner—Buckingham's Clothing Store, Flint, Michigan.

By Geo. F. Cooper

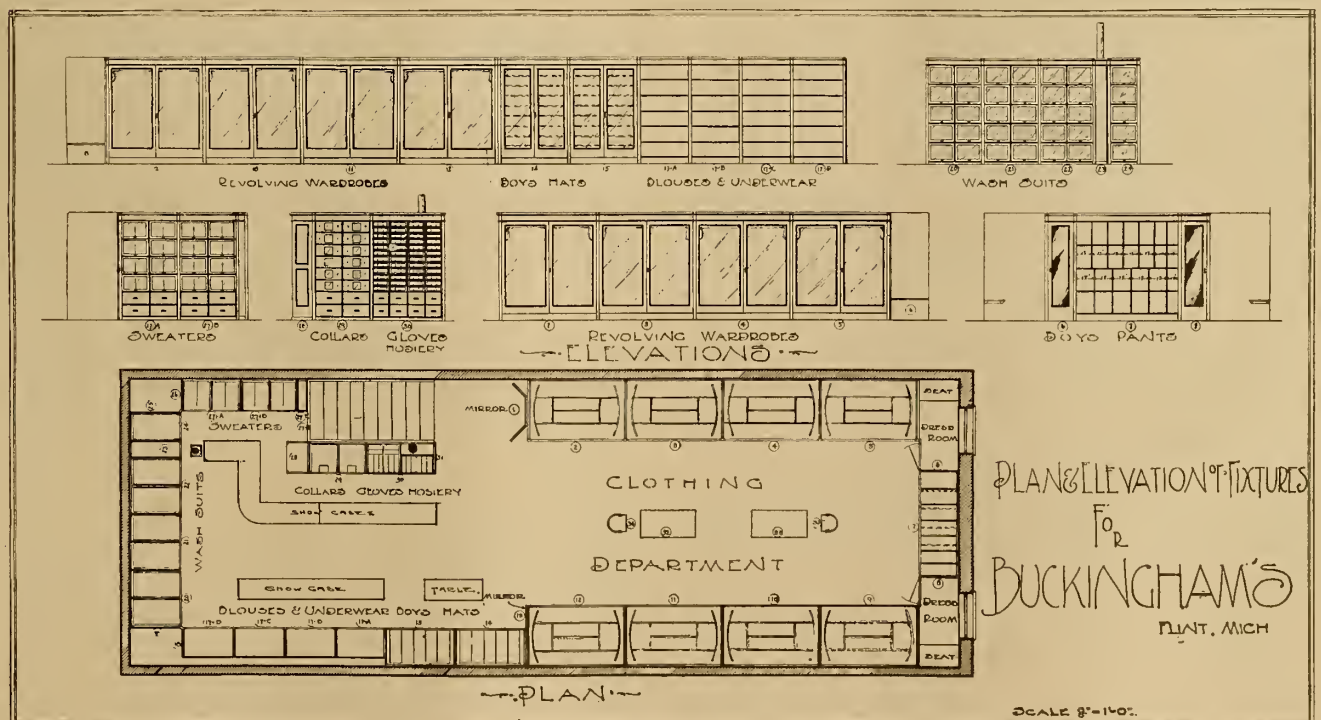
BUCKINGHAM'S Clothing Store, Flint, Mich., is soon to move into its big new home, one which, when completed and equipment installed, will be one of the most up-to-date clothing stores in the state of Michigan. Buckingham's has ever been a popular shopping place, and it is the steady increase in popularity among the shopping public of Flint and vicinity that has made it necessary to secure more spacious quarters.

The floor plan reproduced herewith shows one large room equipped for boys' clothing only, and is but a small portion of the big Buckingham store. This room is connected with the balance of the store by an archway located between the mirror alcove, Item I, and the stairway. Being separated from the main part of the store in such a manner makes it individual and extremely pleasing. The

size of this room is 21x60 feet. Item I, as shown on the floor plan, is a triplicate mirror fastened to the end of a clothing cabinet. Items 2, 3, 4 and 5 are four revolving wardrobes, each seven feet long, and are double decked, with each one having about twenty-four lineal feet of hang rod.

A dressing room containing mirror door is shown by Item 6. The inside is equipped with bench. The window affords plenty of light. Item 7 shows a fixture for boys' pants and is fitted with various sized bins for the proper accommodation of various sized trousers. The various sizes of these bins are marked on elevation drawing. Item 8 is another dressing room, size and equipment being similar to the dressing room represented by Item 6.

Items 9, 10, 11 and 12 make up another series of boys' clothing cabinets, the same as 2, 3, 4 and



FLOOR PLAN AND ELEVATIONS OF FIXTURES FOR BUCKINGHAM'S CLOTHING STORE, FLINT, MICHIGAN.



PLATE No. 1004.—DISPLAY BY C. L. GREER FOR HUDSON BAY Co., VANCOUVER, B. C.

The background of this beautiful Christmas display was red lattice work over black velvet and the floor was in red and gold stripes. The oriental couch was in black with blue and gold upholstery, while the lamp stand was black with a beautiful gold shade. Natural bay trees with gold berries with red poinsettias placed among the leaves

of each tree gave a pleasing effect. Gold daisies were shown growing from green moss in each box. In the archway was a stenciled design in green and red foliage and gold berries. Gold berries were also used in the lattice work. The gowns shown in this display were of the most expensive materials.

5, described above. Item 13 is a mirror fastened to the end of clothing cabinet and used by boys in trying on hats. Two hat cases, each one five feet long, are represented by Items 14 and 15. The fronts of these cases are equipped with disappearing glass doors and the interior is fitted with nine trays on roller bearings. Each tray has divisions spaced the width of a boy's hat, and runs from front to back of trays. A great quantity of boys' hats can be carried in this manner and the stock is on display and easily accessible. Items 17A and 17D is open shelving for blouses and underwear.

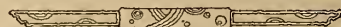
Sections 20, 21 and 22 are cabinets for wash suits, this class of merchandise being arranged on trays. Each cabinet has ten trays which fit into a dust-proof compartment with glass doors in front. Elevations of this may be seen on plan. Item 23 is a skipping panel placed in such a manner because of post setting in front of it, thus making the space dead. Another cabinet for wash suits is designated by Item 24.

Sections 27A and 27B are wall cases used for sweaters, the bases being equipped with wood

front drawers and the upper portion having glass doors with roller-bearing trays behind. Each tray is wide enough to comfortably accommodate two rows of sweaters. A small section of shelving is shown by Item 28, while Item 29 presents a section for collars. The collar section is fitted with twelve drawers and has a glass display front for showing the various styles. It also is equipped with four drawers in the base where reserve stock is kept. Each drawer in the section has a capacity of about nineteen dozen collars.

The hosiery and glove section is designated by Item 30 and is equipped with drawers of the glass front style, with divisions inside placed in such a manner as to afford ample room for large supplies. The case is so constructed as to fit around a large iron post.

The tables and showcases are arranged as shown on plan and the elevations of any desired unit on floor plan can be seen on the elevation drawing. White oak quarter-sawed was used in this store. The finish was in French grey.



Delivery Car in War Time

As an act of patriotism, methods making for economical operation are practically demanded in order that the number of men and the amount of materials required to keep cars in operation may be reduced.



J. A. HANLEY, delivery superintendent for the J. L. Hudson Co., Detroit, Michigan, is recognized as an authority on any phase of delivery work. The following paper presented by him recently before a gathering of delivery executives, contains much that is of great value at all times but particularly now when the mechanical resources of the country are required for war purposes and should not be wasted by lack of system and mismanagement. The principles of maintenance, as outlined by Mr. Hanley, are equally applicable to the store using one car in its delivery service and to the store with a large fleet of vehicles.

Theodore Roosevelt has said that nine-tenths of wisdom is being wise in time. This is particularly true in preparing for efficient and economical motor transportation. Transportation wisdom begins with the selection of the equipment. With the fleet right, supervision is more likely to be right, lubrication right and the inspection right. I know of no magic about supervision, lubrication or inspection that will make right the motor equipment that, when purchased, was not the right type for the purpose.

The fundamental cause, therefore, of low cost in the care and maintenance of motor trucks is to be found in the utilization of experience and analytical ability in selecting the right type of equipment. More care here means less care hereafter.

In selecting right you must figure beyond first-cost and to the point of the ultimate economy of highest efficiency.

The word "cost" is being juggled with, and the word "value" seems to be little understood. In fact the terms "cost" and "value" are often erroneously used synonymously.

In considering motor trucks the term "value" has an entirely different meaning to me from the term "cost." "Value" is the Latin term corresponding to the Saxon "worth." The fundamental idea which underlies "worth" is capacity to satisfy want. If we need a nail and find a weak one, we say that it is worthless or of no value for the purpose we wish to use it. Value or worth thus implies usefulness or utility.

The True Meaning of Value

As a preliminary definition, we may say that the value of anything is the expression of our estimate of its utility, meaning by its utility its capacity to satisfy a need. Value has a meaning only when attached to a definite quantity of an article. The value of iron means nothing; the value of a pound of iron means something. The value of a motor truck means nothing; the value of the amount of chrome-nickel steel in its chassis means something.

The value of metal in a chassis means nothing; the value of the amount of selected metals of highest grade in the whole chassis, including small parts such as pins and bolts, means something. The value of the amount of heat treating given the metals means something.

The value of factory inspection means nothing; the value of the degrees of the standards which must be met in the inspection during the manufacturing of the parts of the truck mean something. The value of tests means nothing; the value of the length of tests for strength and hardness to which the gears, bearings and other parts have been subjected means something. The value of a truck manufacturing plant means nothing; the value of years of experience on the part of the manufacturer in turning out motor trucks of quality means something.

The cost of a truck good for two years, good for three years, good for four years, good for five years means nothing; the value of a truck good for 100,000 miles, good for 150,000 miles, good for 200,000 miles means something. Buy truck mileage because then you buy transportation. Mileage life depends on the carrying capacity of the truck. Figure beyond the first cost. Figure value received.

Think of value in such terms and you will be guided toward the high grade truck. You will pay more for the high grade truck when buying it, but it will cost less ultimately because cost of upkeep and maintenance is minimized by its top-notch quality.

Lubrication Is Very Important

Lubrication, possibly, is the most important point; certainly it applies to all. Just how long and how profitably a truck will serve depends more upon proper lubrication than any other feature of its care and there can be no valid excuse made where any motor truck fails to perform its work through lack of proper lubrication of all its parts.

The motor truck builder places particular stress upon, and directs the attention of owners and drivers to proper lubrication of trucks—in fact, there is available a chart illustrating points to be taken care of and how. If you have a chart see that its instructions are lived up to. If you haven't one, get one.

There is one thing that I think is very important and that is the frequent changing of the oil in the crank case of the motors. We do this about once each month. This is because all oils in use in internal combustion motors lose considerable of their lubricating qualities, and also in time become impregnated with minute particles of metal and dirt. The habit of neglecting to lubricate only puts off the day of reckoning.

In buying oil for motor trucks, here are a few rules that we follow:

The oil must be of correct body to meet with scientific exactness the mechanical conditions for which it is intended.

The oil must be of the highest quality to insure ample protection between the moving metal surfaces after the oil has been distributed.

You can ascertain to your complete satisfaction by a few actual service tests just what is the best oil for your motors.

Start making your tests now. Buy quality oil.

Cheap oil invites premature engine wear, heavy repair bills and loss of time and service. The right oil pays big dividends.

A Wise Investment

Once installed, the fleet which insures satisfactory transportation makes small claim on the owner's attention where intelligence holds the upper hand in managing the fleet. Indeed it claims no more than other investments of similar size, and far less than others of equal production.

I would like you to picture the delivery fleet of motor trucks as a unit, and I know of no better way than to suggest that you think of it as a high grade "Transportation Machine." Every part of a high grade machine must coordinate, otherwise it is not high grade. This is why it is essential to think of a motor truck as a unit, buy it is a unit, and not because some one part of it appeals to you, and when it grows to a fleet think of the fleet as a unit of transportation—a "machine" that makes transportation.

As a high grade "machine," the motor fleet produces the best results when operated under "machine" conditions. Not being a stationary machine, however, the human element must play an important part in planning the "machine" conditions and controlling the "machine" methods. The first step is to study the fleet's possibilities carefully and analytically. Once defined, those responsible should watch the machine and keep it running to afford the greatest opportunity for the unhampered development of transportation to the point of efficiency that will win the war.

Equal Opportunities

What one concern can do in truck operation, others can do if they only so determine. They can have their trucks work on schedule that equals the regularity of our best railway trains, and they can have these same trucks do their 100,000 miles or more and still be in excellent working condition. But to do this means determination, means purpose, means that men must do their job the best they know how.

Each concern has its own transportation problems, local to its own facilities of business, local to its particular clientele of buyers. These conditions must be met, and they cannot be met without stopping and thoroughly analyzing them. Analysis must come first, and without it no truck installation can meet with success. Success in motor application has no royal road—plain hard work with good common sense is the only route available.

With our country at war, and a scarcity of men, the transportation problem today demands greater intelligence and executive ability than ever before.

Every time the average express, passenger or freight locomotive travels 100 miles it is given a thorough inspection by trained experts. Whenever possible, these inspections are made in the roundhouse or engine yard, and any adjustments or repairs, however trivial, that may be required are made at once. This inspection costs money, but is one of the best possible investments. Owing to the almost impossibility of serious derangements going unnoticed the repair costs of engines kept in this manner are small.

Inspections Mean Continuous Service

The locomotive is kept in constant service, the minor adjustments that go to prevent long and costly repairs later taking but a few minutes; and the operating department always knows the exact condition of each unit of its rolling

stock, and it is positively assured against the embarrassment that would result from an unexpected failure of a locomotive on the road.

Motor truck operators are not vitally interested in locomotives, but there is no field to my mind which better illustrates the principles that can be used for comparison, and I might add, as surely as a stitch in time saves nine, timely and thorough inspection of commercial cars saves nine times the time and expense required by such inspection in making repairs that result from lack of proper care, and we all must recognize that frequent and thorough inspection of our trucks is indispensable to their efficiency.

Provide the man in charge of your trucks with the necessary help and the time to make systematic inspections. Often, intuitively, a garage man will feel that something is wrong with a truck, but for lack of help or time he cannot satisfy his better judgment and therefore sends the truck on its way. Now what happens? The truck, loaded and twenty-five miles from the garage develops such trouble that the driver phones in for help. To give him help the whole garage system, the transportation system is now disorganized. Men are taken from other duties and a truck from its regular work and dispatched to the scene of trouble, and those make-shift time and labor-consuming methods are made use of because garage shop tools and conveniences are not at hand.

Small Faults Create Large Expense

Now figure the cost of the repair crew, the extra truck used to get them to the trouble spot and the time out of service of the broken-down truck; balance those figures against the cost of an inspection that would have discovered the trouble, that would have made the stitch in time, and you will realize that instead of saving money you are losing money by not providing ways and means for adequate inspection.

Next consider the load on the truck delayed on the road because of break-down or trouble. The delay in delivering the load may damage your business through loss of a customer and may damage some other person's business if the load or any part of the load is essential to carrying on his business. Thus, in these times, work on government contracts vitally important to the winning of the war may be delayed through delay of the load.

At present it is appropriate, I think, to mention the system that we use, and which I believe is followed in general by a number of others. It involves a careful inspection of the truck upon its return to the garage after each day's work; also a written and signed report of driver of any deviation from the normal condition of the car as noticed by him during the day, and immediate correction of faults if any.

How Cars Are Inspected

In addition to this a very thorough and careful inspection is made about every fifteen days, as follows:

The first day of each month a list is made out of the inspection dates of each car. This list is posted on a bulletin board and the driver knows many days in advance when the inspection is to be made.

No. 1—Driver, upon completion of his day's work leaves car in space set aside for inspection instead of parking in regular place. Driver then reports to office and makes out a thorough report of what he thinks requires attention on his car.

No. 2—Washing of Car. Washers give motor base and transmission case thorough cleaning and flush out motor pans with hot water and when washing the car give special attention to the axles, springs, running gear, and all under parts.

No. 3—Oiling and Greasing. All grease cups on car are filled and tested and any found to be worn out replaced. Engine oil put on all parts, such as springs, shackle bolts,

clevis pins, etc. This work is performed by the night foreman, who reports in the morning to the mechanic whatever he has found to be wrong.

No. 4—Inspection by Mechanic. Mechanic reports at 6:30 A. M. Obtains driver's report from office and goes over car, making all adjustments necessary. Tests gasoline line, cleans and adjusts magneto. Gives car road test and returns it to regular parking places unless his findings necessitate laying up car for that day.

After a certain time the day comes when a truck will be in such a condition as to need a regular overhauling. Exactly how far a truck ought to run before this is necessary depends entirely upon whether the truck has been continuously abused, overloaded and run at excessive speed over rough roads. With good inspection and replacing of minor worn parts when found necessary, a well-designed truck in a normal service should run at least 20,000 miles before needing such an overhaul. My experience with a certain type of a high-grade truck has been that it has averaged from 30,000 to 35,000 miles.

There is only one way to do this overhaul, and that is to take each unit completely out of the frame, take it all apart, replace all worn parts and put same back again. At the completion of this overhaul the truck should go on the road as perfect as when it was first turned out of the factory. In my experience there has been no economy in putting back parts half worn out. Rather have them put into the replacement stock room to be used in case of emergency.

Finally, the object of this overhaul is not to repair the truck so much as, by judicious replacement of worn parts, to put on the road a truck equally as efficient as a new truck,

but with a credit of several thousand miles, at a fraction of the cost of a new truck.

I have attempted to explain the importance of supervision, lubrication and inspection based on actual experience and put before you some of the most important principles that are being applied to the maintenance of motor transportation. It has not been possible to cover all the phases of the subject.

But to delay in bringing the importance of the subject discussed would not be in keeping with the co-operative policy of this conference. Again, I would have failed to have performed a patriotic duty, for wartime economies of wasted time and material are calling more forcibly to every motor truck user's attention the possible economies in the use of motor trucks by the application of the right principles. It has been my aim to emphasize the necessity of having every truck on the job.

It is the duty of the owner, the garage man, the driver, the duty of every man to see that the principles of economy and efficiency are applied now as never before. While it is always important to apply these principles it is now more than ever necessary for patriotic national preparedness, as well as financial economy, for a concern to use efficient methods. In these times one cannot expect each individual stay in his shop and work out his own solution of the transportation problem.

The man who stays in his own shop, tackles his own problems and depends upon himself entirely cannot get the enthusiasm worked into his business that another man who talks over his problems with other men is able to get. Therefore we should co-operate in every possible way to help each other to care for and maintain transportation.



PLATE No. 1005.—DISPLAY BY B. J. MILLWARD FOR MANNHEIMER BROS., ST. PAUL, MINN.

The background of this powerful display presented war clouds with the German Menace portrayed by exaggerated head of the kaiser. Cut-out figures in the foreground of the U. S. Marine and Infantry men were in attitude of guarding the family group shown in the center. The group consisted of wax figures of a mother and three

daughters, with a sign nearby which read "To Protect These and Make the World a Safe Place to Live in, Buy Liberty Bonds." Other posters sent out by the Government were also used, being backed up with the national colors. This window was extremely effective, owing to the fact that it told the story in a simple, yet powerful manner.

Notes from New York

Coordination of efforts prime feature of Liberty Loan Drive—New House Furnishing department opened at Lord & Taylor's—New York stores gather peach pits for Government—Gotham stores competing for New Jersey trade—Christmas buying season begins.



By F. F. Purdy

THE city is in the throes of the Fourth Liberty Loan campaign, for which most complete and organized arrangements were made. The co-ordination of the efforts of the display managers of America is one of the prime features of the campaign. Instead of sporadic attempts on the part of each establishment to do its bit, some of them fine, some mediocre, some going somewhat afield of the centralized purpose, the centralized drive in the windows is going on with an organized power that is most effective, and which rivals the publicity of the printed page with its accumulated force of constant and unremitting mental suggestion. There, for instance, was the booklet of window display suggestions for the Fourth Liberty Loan, designed and compiled by the National War Service Committee on Window Displays in co-operation with the Liberty Loan Committee, containing eleven illustrations of suggestion windows, with explanation of each, a number of them being mer-

chandise windows admirably combined with Liberty Loan posters and general publicity.

Preliminary arrangements were carefully made so that the result of the windows of the Metropolitan district carrying the message in an ideal way was assured. On Wednesday evening, September 11, the display men of the Metropolitan district were invited to confer with the committee at the Hotel McAlpin, and they turned out in force, managers and assistants, not only from New York, but Newark and other nearby cities and towns, including New Haven and Poughkeepsie. E. D. Pierce, president of the I. A. D. M., came in from Rochester, probably not more for information than to lend encouragement to the effort here, and to render what assistance was possible. He made a few appreciated remarks during the course of the meeting, which lasted till nearly midnight, stating that he came to get ideas as well as to give some suggestions



FALL OPENING DISPLAY BY D. W. MOYER FOR CHAS. A. STEVENS & BROS., CHICAGO, ILLINOIS.



PLATE No. 1006.—DISPLAY BY R. L. PAXTON FOR W. C. STRIPLING, FORT WORTH, TEXAS.

This display of Christmas gift suggestions was arranged against a composition board background of light green. The circles, posts and connecting parts were painted white with a heavy sprinkling of imitation snow. The picture inside of the circle presented a snow scene. A portion of the circular frame of the scenic was adorned with a large

wreath of deep green holly and red berries. Worked in with the holly were small sprays of pearl foliage, presenting a pretty contrast to the snow-white sparkling background. Electrical goods, fancy china, lamps, cut-glass and silverware were used in this display. Two beautifully shaded floor lamps added greatly to the beauty of this display

L. C. Boochever, head of the Special Window Display Bureau, created by the Liberty Loan Committee, with headquarters at 1184 Broadway, presided. The National War Service Committee on Window Displays co-operates with the bureau. Prominent speakers, officers of the general Liberty Loan committee, complimented the display managers on their previous good work and upon the closer relations they had assumed as partners with the government in the work in hand. Stereopticon views were shown and explained by C. J. Potter, chairman of the Committee on Window Displays, of various effective schemes of display in which posters and other advertising matter for the Liberty Loan could be used. Some entertainers were present and lent additional interest to the affair. Mr. Hopkins requested that stores with Liberty Loan windows be allowed to keep these windows lighted at night for the greatest possible effect, which suggestion will be considered by the authorities in charge.

Patriotic Decorations

The decorations along Fifth avenue were specially striking and unique. From Twenty-sixth to Fifty-eighth streets the flags and decorations of each block were entirely devoted to one of the allied nations, excepting for the American flag at the top. Thus everything on one block up to the fourth or fifth floor was remindful of Great Britain, another of France, and so on. Of course, the Liberty Loan placards and insignia were everywhere. The New York Division of Stage Carpenters volunteered their services for installation of all brackets and holders for display of these flags, communications regarding same being forwarded to

all display managers. Working in connection with the national committee are the following chairmen of local committees on the windows: Harry F. Bird, Manhattan; I. Katz, Brooklyn; and Jack Cronin, Newark.

The department stores, which have always been liberal in their treatment of government interests in the stores and windows, gave up more space than usual in their displays to the Liberty Loan. One very effective window was at Gimbel's, where Mr. Hopkins had two figures. One was a soldier, in heroic size, waving his hat aloft, while his gun, in the other hand, pointed at the kneeling kaiser, of same general size, with his hands raised, yelling "Kamerad." The inscription invited the public to "Make this possible—Buy Liberty Bonds." Posters were displayed in every window of the store, and various paintings were shown by artists working for the Liberty Loan. Interesting war relics added materially to the attraction of these windows.

A recent change at Gimbel's, by the way, is the resignation of Jack Morris, assistant to Mr. Hopkins, who early in September accepted the post of display manager for Newcomb, Endicott & Co., of Detroit.

Another western house that has been looking for a display manager here is the T. S. Martin Co., department store, of Sioux City, Iowa, who expect to remove to a fine new store in February, which will have some excellent windows, a stretch on one street having Circassian walnut backgrounds, those on another street being of mahogany. J. T. Martin, of this company, was a visitor in New York last month.

Speaking of departures from Gimbel's, Mr. Hopkins was figuring up his losses the other day and notes

a full dozen of the boys of his department who have gone into the army or navy since the opening of the war. The scarcity of help for display departments is generally noted, and various chiefs comment on the fact that often very poor material is available, boys who have been getting small wages and are often spoiled by the advances they can command when they advance to the higher posts of assistants in the windows.

New Department at Lord & Taylor's

The new house furnishing department of Lord & Taylor was opened September 7, on the seventh floor, and was accompanied by a fortnight of demonstrations by experts in the auditorium of the most approved methods of food conservation, cooking, canning preserving, etc. This fine new department occupies all the seventh floor not assigned to trunks and toys.

The government officials have, we are told, speaking of toys, requested that department stores open up their toy season earlier than usual, and we understand that this practice will be followed here, some of the toy opening being started by the time this reaches the reader's eye, or a few days later. The idea is to avoid the congestion of December and spread the business over a longer time, conserving labor to far better advantage.

A showing in the corner window of Lord & Taylor held crowds for several days. This might be called

really a small window, and the house has found the specific use for it. A small corner window of the kind anywhere is best suited for a single dominating figure, facing the corner, which can be seen well nearby from both streets. This is the plan that has been followed generally at Lord & Taylor's for a year and which Mr. Hannigan worked out well in a recent display. Placed far enough back and aloft was a beautiful painting by the artist, J. O'Neill, entitled "The Soul of a Soldier," in which the American boy in khaki was holding his hands to be grasped by the angel. The figure was not too distinct, and was thoroughly in keeping with the theme. Above were the words, "Dedicated to the heroes who have entered the higher, larger and truer life," while below were the solemn words of Jesus Christ, "Greater love hath no man than this, that he lay down his life for his friends." A golden palm lay in tribute by the steps leading to the picture. The effect was strong beyond words, and was a striking demonstration of the use of a small corner window, which is too small for ambitious merchandise displays, but which is admirable for general prestige and publicity with the use of large central objects.

Peach Pits Wanted by U. S.

Peach pits are wanted and many stores through the country are gathering them for the government, for use in the manufacture of gas masks, as they contain



PLATE No. 1007.—DISPLAY BY HENRY A. REMILLARD FOR MCAUSLAN-WAKELIN, HOLYOKE, MASS.

This display featuring table linens for Thanksgiving and Christmas resulted in enormous sales. Every item was displayed with prominence and the display was well balanced. The background was constructed of wooden frame and composition board and covered with ivory colored felt. The scenic was in natural colorings with willow

sprays in gold and rose. Plush draperies were suspended on gold rods. The large vase was made of plaster composition. Bouquets of yellow chrysanthemums were placed in small cut-glass vases. Artificial ivy vine made of satin in various tints was a pleasing novelty. Butterflies were made of tulle, and tinted in attractive colorings.



PLATE No. 1008.—DISPLAY BY L. A. McMULLIN FOR EASTERN OUTFITTING CO., PORTLAND, OREGON.

Particularly attractive is this display of lounging robes and smoking jackets. While simple in arrangement, it made a great appeal to both men and women shoppers. The color effect was majenta and black. The two figures were posed in such a manner as to show

all the comforts of the robes displayed. A Christmas tree adorned in holiday colorings was placed at either end of the window and gave the desired atmosphere. A neatly lettered card was placed in center of display.

carbon. Macy's has been gathering them in huge receptacles placed for the purpose. Namm's, in Brooklyn, had the big arcade window full of an exhibit of gas masks, soldiers wearing them, and receptacles for the pits, with an inscription inviting people to bring their contributions to the store.

Harry L. Bear, display manager for James A. Hearn & Son, some time ago applied for enlistment and a commission in the "camouflage department," at the headquarters, University Heights, Washington, D. C., which executes the camouflage over the guns at the front and renders other service. Mr. Bear has an eye that is below par, but another one that does real business. He was physically examined and Washington got the reports. Word came that in time he was to be commissioned as a lieutenant in the corps—and he is still waiting. He says that now all the camoufleurs have gone across, while he is still waiting, and now will see what Uncle Sam will do with him in the draft. If he passes physically there, it will not be the first time that men have been rejected in volunteering, to be taken in the draft and passed—a regrettable condition, but one that is evidently unavoidable in the vast and complex system and the necessary differences of opinion of physicians. The Hearn employees, by the way, did fine work in the W. S. S. campaign, as appears from the following inscription on window placards: "This honor flag has been presented to the

employees of James A. Hearn & Son by the National War Savings committee for having completed their quota of sales—thrift stamps and war savings stamps. Hearn's is the first department store of Greater New York to go over the top for 100 per cent or better." It is explained that the "better" means that the quota was fully doubled.

Dyeing of Velours

The price of velour, of which so many backgrounds are made, is getting so high as to be almost prohibitive for many houses, and dyeing is resorted to for a change—as long as the material lasts, which can be successfully accomplished at a cost of about 60 cents a yard of 50-inch material. The dyeing has been finely done, with a beautiful luster, for some of our houses here by parties who are making a specialty of it and whose names will be furnished on application to the offices of this publication. Thus the efficiency of needed change can be secured, with the conservation which is the present order of the day.

John Wanamaker has gone back to the former hours maintained at that establishment, 9 to 5:30, from the short regime of 10 to 4:30, a six-hour day. The statement is made that the coal situation is now much better, and it will not be necessary to effect the saving contemplated, but that when co-operation with the government becomes necessary it will be freely given.



DISPLAY BY C. R. SWENSON FOR ARTHUR A. EVERTS COMPANY, DALLAS, TEXAS.

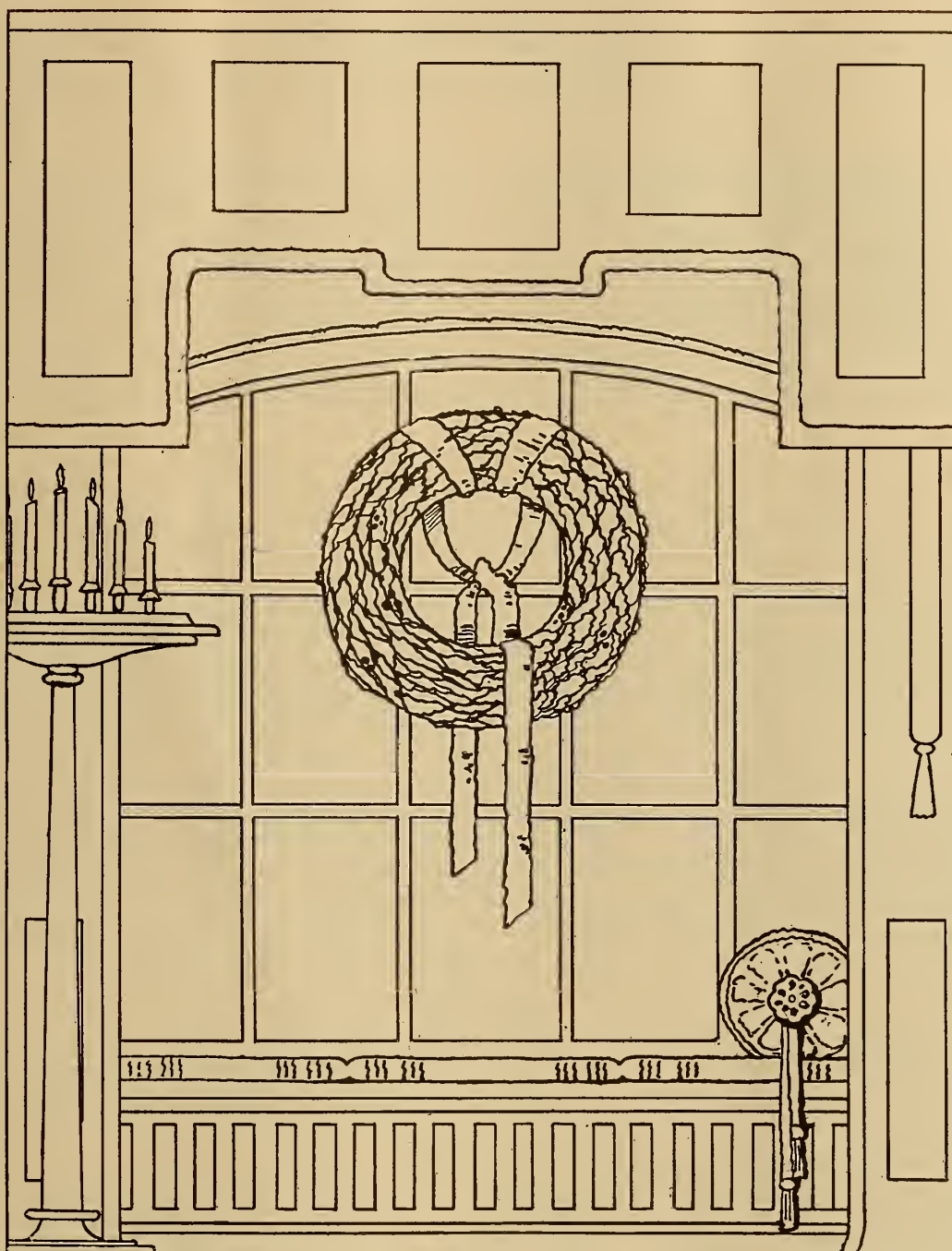
The change was made beginning Monday, September 16. Wanamaker is now running big busses over from the Ninth street station of the Hudson tubes, which are filled with passengers on each trip. The growing New Jersey region is receiving close attention from New York stores. For several years Hearn has maintained and changed regularly merchandise windows at the up-town station of the tubes at Fourteenth street, and with the elimination of the Greenhut store the maintenance of these windows as a constant reminder of Fourteenth street is all the more necessary. Though Fourteenth street may be passe, we are told that Hearn has been doing a wonderful business there, especially at the August sales, far surpassing all records in the history of the store. The management bought far ahead and had plenty of merchandise, especially in fabrics of all kinds, which could be sold at attractive prices.

It is pretty safe to say that 100 or more window decorators in Greater New York are in the army and navy, for two stores report a dozen apiece and the losses are cropping up everywhere. Taking the country through, the total may be quite safely approximated at 1,000. With the new draft, of men from 18 to 45, there will be further losses. The lack of helpers in the windows is already keenly felt here, and practically unskilled assistants are now getting around \$25 a week. In figuring up who may be relied upon as regular, the

married men with children, one or more, are the "best bet," although married men, whose wives are skilled or unskilled in industry, are by no means always to be figured on as going into service except of their own volition, unless their marriage was after May 18, 1917. The case of men who are partially supporting their parents, or who have other brothers and sisters is closer to the A1 class.

Merchants have a problem on their hands of how far they can advance their Christmas season so they may best comply with the governmental regulation of not adding to their working force during the holiday season, nor increasing their working hours, at the same time trying to confine Christmas giving except for young children to useful articles and to induce the public to spread their holiday purchasing over a period of three months. At the same time restriction of deliveries is to be practiced and customers induced to take small parcels with them. This program, to which the dry goods and department store trade is committed, will doubtless be carried out to a material extent, through preliminary advertising and the assistance of the press, as well as arrangements for an early staging of the holiday business scene. This is a plan which will require much thought and consummate planning by both merchants and advertising and display managers. Many of the latter are now at work on their schemes for early featuring of the pre-holiday season's business.





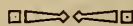
Window Setting Design No. 1

The decorative scheme of the suggestion offered on the cover of this issue presents a section of the interior of a living room. The design is mainly modern art. Looking out the window one sees the falling snow and evergreen trees. The window seat is made of wood and is 18 inches wide, and

may be covered with velour, silk, brocades, etc. The curtain pole is made of galloon. The lamp may be cut out of composition board or a floor lamp may be taken from a department and used in the setting. A feeling of warmth and comfort is given by the use of lamp and candles.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

THE quick single stroke lettering shown in the two previous issues looked a little rough, but as one who has had a wide experience with beginners, both in the classroom and by mail, I know how hard the beginning is in brush work.

Stepping from those crude single stroke forms, you see here in the small letters in the words "Men's Overcoats" and "Underwear" what is to all intents and purposes the same letter, with this exception: a little pressure is put on the brush at various parts, causing a heavier stroke. Now in

the caps shown here you will also find a little variety, for this single stroke style. On card Number 1 you will see how much easier it is to get a good effect in the body of the card by using the pen instead of the brush. The text here is done easily and rapidly with the card straight in front of you.

To do that amount of small lettering with a brush in anywhere near the same time as the pen is impossible and to get it as sharp and clean cut is equally impossible.

Men's Overcoats

Few men give enough attention to the buying of an overcoat though for five months it dominates their street clothes.

Here are a few good ones at
\$40

Underwear

You'll find us particularly well prepared in underwear this season, the right sort at right prices

These Pure Worsted
Union Suits
\$3.50



-to avoid congestion
-to save labor-

Do your
Christmas Shopping
Early



3



*Yule Tide
Suggestions*

Silk Scarves
Special at
\$1.00

Harris-Emery Co.



4

But you haven't mastered the text pen yet—then try the large ball pens as in body work on card Number 2. Compare these cards. Advocates of the ball pens say it reads easier than text pen lettering. I cannot see it. Ball pen lettering tires the eye—too much sameness, and, again, we are more used to thick and thin letters.

All our books and newspapers are printed in Roman type or its modifications. Assume that card Number 1 was lettered on a tan board in black. Your firm don't like colors. Just notice the three vertical bars under heading. Make the center one in bright emerald green, the two outside ones chrome orange, and note the effect, or put the four little text pen dots in with emerald green instead of the bars.

Card Number 3 is simply used to illustrate an idea, not to show anything in lettering. The plan is to take a piece of any of the boards used in window backgrounds (about 15x20 inches in size), bevel and sandpaper the edges. Coat with some delicate tints of flat paints, like cream or pale green. Paint a wreath of holly in upper left corner, a candlestick

or a little snow covered house with evergreen trees close by and a rising sun so often seen on post cards, in lower right corner.

Letter any caption you wish in upper right, the name of firm in lower left. Then (only you will have done this at time card was beveled) cut an opening seven or eight inches by eleven, the edges of which are beveled. You now have a permanent card to use through any season and you can rip off the "Silk Scarves \$1.00" card and paste any other card you wish on the back.

If paint was used to cover the process board and opaque water colors the holly, caption and scene, you can wash the board at end of holly season and letter the caption "Annual January Sales Now in Progress," or any heading you choose and change the descriptive card as often as window is changed.

Card Number 4 shows another adaptation of quick decorative effect. The studies can be pasted on or art work.

Specimens have reached me where beginners have complained about rough edges on brush lettering. Few card writers realize the importance of

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y



FALL OPENING DISPLAY BY A. H. KAGEY FOR MANDEL BROS., CHICAGO, ILLINOIS.

getting the color just right for various boards or styles of lettering. For quick work color can be thinner than for accurate lettering.

I aim to do as little show card work as possible and I want to explain how much there is in the color. About ten days ago a man phoned me and said his engraver told him "if any one could suit him on some work he wanted done, I could do it." An appointment was made, he came to see me. He said, "We have a display of our product (technical apparatus) at a show in the east. Our printed matter is blue on white. Last year we had a show card writer make these cards blue on white and it sickened us."

I asked him what was the matter. He replied, "It was 'wishy-washy.' The color didn't cover. The cardboard was cheap, yet we paid a good price."

Investigation showed the other man had used a highly surfaced board and ultramarine blue. Now, I abhor blue on white. This man wanted it but said, "If we can't beat that, we'll use black." Now,

no man can make ultramarine cover on a highly glazed paper. I told him I'd take care of him and the charge would be six dollars.

One thing I've always been accused of is not knowing how to charge enough for my work, and I guess I am guilty. My caller said, "I'll pay you eight," and wrote out his requisition for four quarter and two full sheets.

Do you think I was fool enough to use cheap show card colors and common coated board for him? I got a few sheets of good white mat board with a grained surface, a jar of Winsor & Newton's French Blue Mat color at seventy-five cents, and went to it. That jar contains about as much as a small bottle of show card color. I think I used about eight cents worth of color and probably paid twenty or thirty cents more for board and gave my customer a good job—and pleased him.

You must experiment—take a little color and try it at different consistencies.





DISPLAY BY H. H. TARRASCH FOR F. & R. LAZARUS COMPANY, COLUMBUS, OHIO.

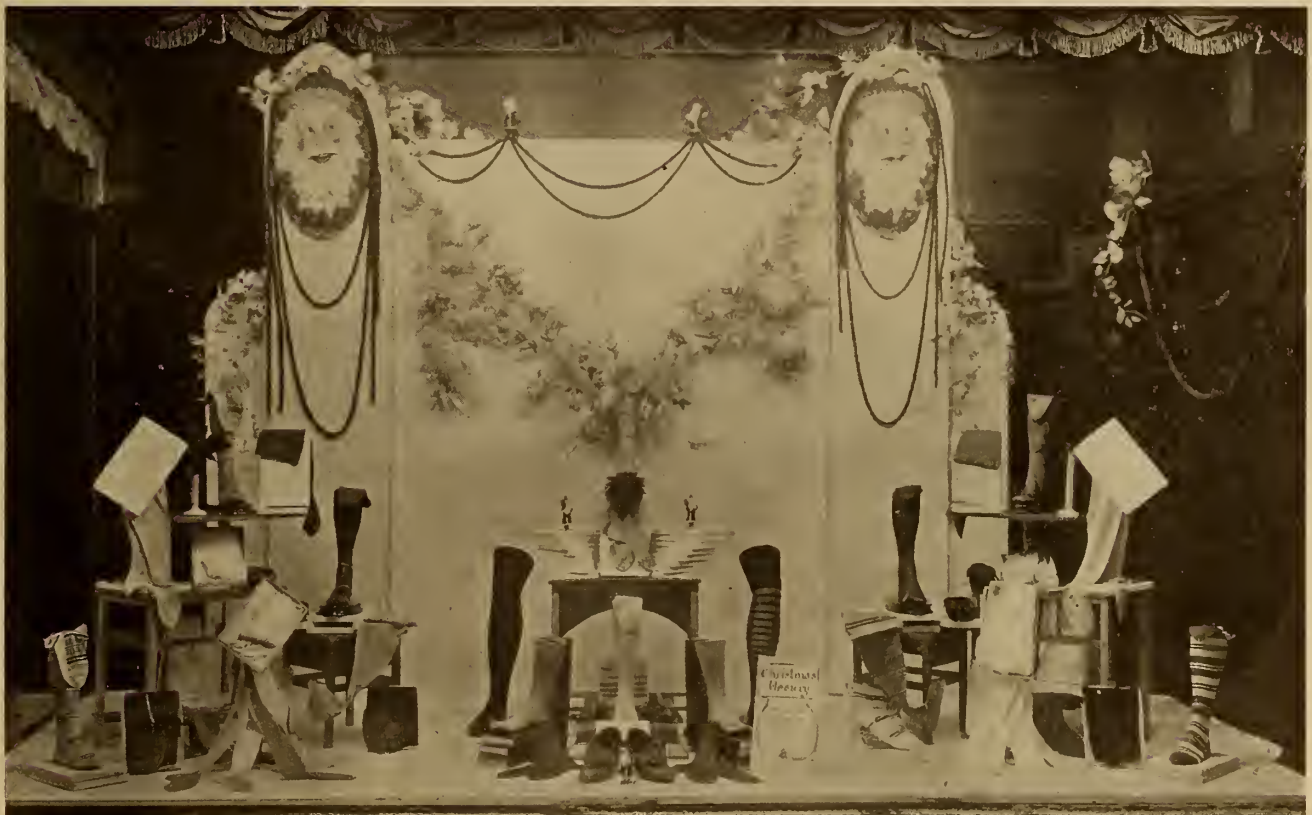


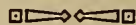
PLATE No. 1009—DISPLAY BY CLARENCE E. DUFF FOR THE LEADER, MARIETTA, OHIO.

The background of this attractive display of Christmas hosiery was covered with white felt, the center panel of which was relieved with festoon and pennants of frosted chrysanthemums. Festoons of red fibre roping were placed at top. Small Santa Claus figures were arranged where festoons were caught up. At the top of the large slabs or posts were Santa Claus heads in Christmas colors, from which

hung festoons of red fibre roping. Over the small end panels were sprays of frosted holly. The hosiery was shown on forms and in gift boxes and arranged on gold and green display tables. A white ivory vase containing a lone poinsettia added color to the end units. The card was white with red and green lettering. White felt covered the floor.

Background Construction

An outline of the important factors necessary to the art of background construction—Neatness and cleanliness first essentials—Suggestions and rule on line construction—Color harmony important element in all branches of display work.



By R. T. Whitnah

THIS article is not written with the intention of giving a detailed description, but only an outline of the important factors necessary to the art of background construction.

Neatness and cleanliness above all, are the first essentials in building and installing window settings. It is said that what is worth doing at all is worth doing right, and if a man hasn't ample time, assistance, and facilities for handling this branch of display work and doing it right, it is far better to leave it alone. An attractive layout of opening windows which I recall seeing, had the beauty of it marred by tracking over the stenciling on the tile block floor, before it was absolutely dry.

Striping is often done on background work by men who never ran a stripe in their lives, and the consequence is a shakey line, that detracts rather than adds.

He generally lays down in it before he gets through, and this makes matters worse. If an experienced man cannot be procured for this sort of a job, it is better to leave this part of the decoration alone. There are many of these minor details that we have all noticed, that are better left undone than to mar the neatness and cleanliness of an otherwise beautiful setting.

Line construction is an important feature of the subject under discussion. Most of us know that a tall individual cannot wear a dress with perpendicular stripes, as it makes that individual appear much taller. A bulky person cannot wear horizontal stripes as the effect is just the reverse. The same idea holds true in backgrounds. Perpendicular lines will heighten a window, and make it appear narrower, while horizontal lines will shorten the height and make the window appear longer. So then, a long window will take per-



FALL OPENING DISPLAY BY W. G. WARNER FOR D. S. KOMISS, CHICAGO, ILLINOIS.



CHRISTMAS DISPLAY BY R. L. PAXTON FOR W. C. STRIPLING, FORT WORTH, TEXAS.

pendicular lines while a short window will take horizontal, to make the most effective layout. By perpendicular or horizontal lines, one does not necessarily have to use straight lines. These can be used in arcs as well as straight lines as long as that arc does not have a larger circumference than a semi-circle.

To prove these statements draw five squares two by two inches. In each of these squares put one of the following (leaving lines one-fourth inch apart) perpendicular, horizontal, and diagonal lines; perpendicular and horizontal arcs. The diagonal lines will make the square appear unchanged in size, while the perpendicular straight lines and arcs will cause the square to appear higher, and the horizontal straight lines and arcs will affect the squares to a longer appearance. Yet all squares are the same size. If this rule on line construction is kept in mind the results will be more pleasing in background work.

Color harmony is another element to be considered, not only in backgrounds, but in all branches of display work. Color is a deep study and experience is the best route to successful color harmony, after the fundamental principles are once learned. In the fall or winter the warm colors should predominate while in the spring and summer the cooler colors will be more effective. An article by Mr. C. J. Nowak appearing in a recent issue of *MERCHANTS RECORD AND SHOW WINDOW* definitely explained warm and cold colors, their complementaries and alternates.

Bright colors can always be subdued by a touch of black in some form. Dull colors can be livened up by white, ivory, grey, silver or gold. Silver is a cold color and must be used with discretion, but gold is warm, and too much of it cheapens the effect. White, ivory, grey and black should be considered as neutral colors

and will harmonize with any color. Black and white are always contrasty when used respectively with light and dark shades.

Much might be said regarding materials in background construction. An entirely painted setting does not always get away from the usual. In getting the greater portion of the public to stop and inspect your merchandise, it often times takes more of the unusual. It may be the arrangement of the merchandise, or the attractiveness of the article itself. The merchandise is further enhanced by the background behind it, especially if that background is in keeping with the line displayed. In many cases the unusual materials you use in your backgrounds will lend a different air to the merchandise shown in front of it, and will cause the passer-by to pause, and oftentimes see the charm and beauty in a certain article that would otherwise have been unnoticed. The sale is made and perhaps a new patron is made for the store.

In stores where the appropriation is larger a good effect can be had with imitation leathers, plain and fancy silks, satins, friar-cloth normandie, drapery materials, tapestry or velours. In the smaller stores, highly colored cretonnes, tapestry design cretonnes, sateens, decorative papers, cut-out designs of black oilcloth mounted on tarleton, imitation art glass will prove very effective.

These are only a few suggestions, and any live display manager, in search of novelty materials, has only to keep an eye open in every day work, and many such articles as these will suggest themselves. Many materials of this nature have not been used extensively in window backgrounds, and some of those that have can be used in novel ways, and to produce newer effects.

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"Harmon's Journal of Window Dressing"	- -	Established 1893	
"The Show Window"	- - - -	Established 1897	
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903	
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October, 1918

Shopping Season Extended

THE giving of Christmas presents will be continued during the coming season without endangering the national interests. Giving useful presents, early shopping, carrying your packages home and not taxing transportation facilities, are the conditions laid down by the National Council of Defense in a statement approving Christmas shopping for 1918.

The propaganda against the use of merchandise as Christmas gifts met with pronounced opposition by retailers, who declared that no economy could be effected by such curtailment, since the Christmas goods had been finished and were already in the merchants' store rooms. It was pointed out that material of this character is purchased months in advance and heavy losses would result by the failure to sell.

The agreement between the Council of National Defense and retail merchants prolongs the Christmas season and tends to give it an even more important position in the holiday calendar. There will be a shopping season extending over several months and this will afford opportunities for more business.

The Christmas season this year will also allow for several changes of window displays, thus affording greater opportunities for the showing of a greater variety of merchandise. The windows will show greater returns than ever.

To Keep Record

THE National War Service Committee on Window Displays is going to keep a permanent record, in photographic form, of the work contributed by display men towards winning the war.

This record will eventually go to the Congressional Library in Washington. Every display man who puts in a patriotic window and has a photograph made is requested to send a print to the National War Service Committee on Window Displays, Metropolitan Tower, New York.

IF THE men engaged in display work are of such peculiar mental calibre that they cannot associate in harmony with other men engaged in the same line of work, it is an exceptional condition. The enhancement of the appreciation of the display man's services cannot be brought about by individuals. Only organized effort will do it. Start something in the right direction today.

W. F. Brink Active Member

THE list containing names of the members of the newly formed National War Service Committee on Window Displays, and published in the September MERCHANTS RECORD AND SHOW WINDOW failed to include the name of Willis F. Brink, display manager for Saks & Company, New York City.

Mr. Brink has been very active in the work thus far accomplished by the new committee and we regret the omission of his name from the list.

The committee consists of the following: C. J. Potter, chairman; E. Dudley Pierce, Willis F. Brink, A. D. Hopkins, James Trehwella, D. B. Bugg and A. E. Hurst.

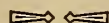
Latest Work on Stencils

"NEW STENCILS AND THEIR USE" is the title of F. N. Vanderwalker's latest book, and this effort will undoubtedly be welcomed by display men and interior decorators who realize the value of stenciled ornamentation, and since it is an established mode of decoration that comes within the ability of those who are ordinarily skillful with brush and color. This new book presents in an orderly way the essentials of good stencil work, and constitutes a practical working method for the average painter and decorator. Not too technical nor yet too artistic is the keynote of the method of presentation and also of the illustrations of which there are some forty plates containing about two hundred and fifty designs.

There are chapters devoted to the Value, Use and

Abuse of Stencil Decoration, Classification and Selection of Stencils, Stencil Making, Colors and Color Harmony, Working Operations, Fabric Stenciling, Lining and Striping and others.

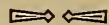
"New Stencils and Their Use" will be forwarded postage paid on the receipt of \$1.25 at the office of MERCHANTS RECORD Company, 431 South Dearborn street, Chicago, Illinois.



Save Peach Pits

CHICAGO stores were quick to co-operate with the government in its request to save fruit stones, nut shells and seeds. Large red, white and blue barrels are to be seen inside and outside of hundreds of Chicago's busy stores and each barrel holds its share of the answer to the plea for more gas masks for the allied soldiers.

Five hundred thousand tons of fruit stones and nut shells are needed each month and the amount received previous to this drive was far below the required amount. Seven pounds are required for a single mask. It is the charcoal that absorbs gases, and since charcoal made from certain materials absorbs better than that obtained from others, the government has requested that the highest quality be secured for the masks of our soldiers, and hence the request to save peach stones, apricot pits, prune pits, plum pits, olive pits, date seeds, cherry pits, Brazil nut shells, shells of hickory nuts, walnuts and butternuts.



AT the request of the head of the merchants' bureau of the Chamber of Commerce, Eugene, Oregon, the display men of that city are decorating the vacant store windows. This request was made to add to the appearance of the business section. The plan of utilizing vacant windows for display purposes is an ideal one and for years has been advocated by the MERCHANTS RECORD AND SHOW WINDOW. What about your own town?

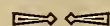


Boom in Low Price Commodities

THE reports of sales by various chain stores show that the retail trade is experiencing a big boom in low priced commodities. The reason for the big gains naturally is attributed to the nation-wide campaign for thrift. Particularly interesting are the sales of the F. W. Woolworth Co. for the month of August, 1918, which showed the largest increase of any month so far this year; while for the eight-month period the increase in sales was far ahead of the increase made in the same months of 1917. Sales, with comparisons, follows:

	1918	1917	Increases
August ..\$	9,552,898	\$ 7,879,983	\$1,672,915 21.23%
8 mos. ..	63,553,782	56,563,820	6,990,161 12.36%

Reports received from the various districts throughout the country showed that in every district sales for August showed a gain over the same month of last year. The southern states made a particularly good showing, the Atlanta district's sales showing a gain for the month of 42%.



Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1918 have been made as follows:

Albert Gregory, Sidney, Australia.
Henry A. Remillard, Holyoke, Mass.
C. R. Morgenthaler, Joplin, Mo.
E. F. Gillen, Syracuse, New York.
V. L. Carson, San Antonio, Texas.
Leslie D. Slack, Bloomington, Ill.
Clement Kieffer, Jr., Buffalo, N. Y.
H. H. Tarrasch, Columbus, Ohio
G. L. McConnell, Montreal, Canada.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



Indispensable Tool for Decorators

J. M. Walters, widely and popularly known display manager for the J. W. Robinson Company, Los Angeles, California, has placed on the market a real tool for the display men in the form of a nickel plated metal hammer. It is considered by decorators who have used it to be the best tool of its kind to be found and these men, now that they have used it, declare it to be indispensable in their work.

A special feature is to be found in the handle in which is constructed a special arrangement for pulling pins, tacks and nails, and in addition has the end tempered very hard and finished to be used as a screwdriver.

This hammer does the work very thoroughly and enables one to dispense with the unwieldy long handled tack hammer in such common use. It is finished more like a piece of jewelry than a tool, may be conveniently carried in the vest pocket and is powerful and effective in doing the work for which it is intended.

Chicago Men Launch Drive

Organization perfected to further sale of Liberty Bonds in the Seventh Federal Reserve district—Arthur V. Fraser directing work—One hundred thousand illustrated circulars containing suggestions for Liberty Loan displays sent out.



THE Seventh Federal Reserve District will have plenty of high class advertising in its Fourth Liberty Loan drive.

Undoubtedly the largest undertaking of its kind was launched in this district by the Chicago branch of the National War Service Committee on Window Displays, September 28, when one hundred thousand illustrated circulars were sent to every merchant in the seventh district, calling on him to devote a portion of his window space to the sale of Liberty Bonds of the fourth issue.

The success of this campaign is assured, and the great work accomplished by display men in previous Liberty Loan drives and other patriotic campaigns throughout the district will seem trivial in comparison to the results that are sure to come from the present undertaking.

A. V. Fraser, Chairman

Directing the work of the Chicago committee, which has jurisdiction over the entire Seventh Federal District, is Arthur V. Fraser, display manager for Marshall Field & Company, Chicago. Mr. Fraser needs no introduction, as his ability and work are well known in this and other countries. His wonderful artistic sense and his seemingly endless source of original ideas, combined with his unadulterated patriotism, have resulted in many really remarkable portrayals through the medium of the window of the war and the needs of the Allies.

Associated with Mr. Fraser on this committee are George H. Lamberton, secretary and advertising manager of MERCHANTS RECORD AND SHOW WINDOW, secretary; J. E. Tannehill, display manager, Carson, Pirie, Scott & Co.; A. H. Kagey, display manager, Mandel Bros.; D. W. Moyer, display manager, Chas. A. Stevens & Bros.; C. M. Herr, display manager, The Fair; W. A. McCormick, display manager, The Boston Store; Harry C. Davis, display manager M. L. Rothschild; E. A. Armstrong, display manager, Capper & Capper; John J. Hayes, display manager, D. Lelewer & Son; H. B. Min-

nick, display manager, Anderson & Bros.; A. Bergman, display manager, Rothschild & Co.; F. L. Beaver, display manager, The Hub; H. B. Seidenbecker, display manager, Hillman's; L. G. Johnson, display manager, Loren Miller & Co.; Glenn Cannon, display manager, A. Starr Best, and George Hermanson, Republic Building.

Feel It an Easy Task

Speaking of patriotic displays, Chairman A. V. Fraser says:

"We often find ourselves baffled in doing emergency work, as to how to first proceed in accomplishing our purpose, not knowing how to dispose of, or not having the proper material to work with. In all cases of emergency, we must venture with some expression to formulate plans to the best of our ability toward a purpose, and, fortunately, to the great mind of the susceptible producer, very often the best work is done in the least time and the best results obtained with little material.

"The first essential in creating a window for helping Uncle Sam in his many efforts would be to feel that it is always an easy task, and the method employed in such a case simplified to bring about best results. To help formulate all plans toward this end let us first think of the materials to work with. One must always think of a proper background for all accessories to be brought into prominence—national blue is always the best color for the display of all other national colors. These backgrounds could be made with elaborate materials, such as silks, woolens or cottons, or more economically with crepe paper.

"By draping large sized American flags as a frame for the object of your demonstration, you create the national atmosphere of your subject.

"There can be no better way to emphasize the many purposes of all work than the use of the elaborate posters that are made to fit every occasion, and in the many sizes to suit the different proportions of the spaces to be occupied.



FOURTH LIBERTY LOAN APPEAL BY A. V. FRASER, DISPLAY MANAGER, MARSHALL FIELD & Co., CHICAGO.

"One must feel all confidence in one's self in order to convey to the audience he addresses that he has expressed a purpose by his effort, and that these efforts are always the object of doing one's duty toward our national cause. Right now our efforts are centered on the sale of Fourth Liberty Loan Bonds."

On Saturday, September 28, the day on which the Fourth Liberty Loan drive opened, the windows of State street's biggest stores presented many remarkably strong appeals to "Buy More Bonds."

Mr. Fraser devoted the entire big window at corner of State and Washington streets to a most beautiful and compelling display.

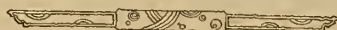
The illustration above needs no description, save that national blue plush velour was used in background. One can readily judge from the reproduction what a tremendous appeal it made.

Clarence Herr, display manager for The Fair, likewise gave the entire space of one of the State street

windows. He showed "our boys in action over there," with airplanes soaring overhead. Flags of the allies and posters were used.

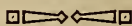
A. H. Kagey, at Mandels, came out with a compelling window with background painting showing the U. S. men in action. Figure of Liberty stood in center with shield in left hand and sword held aloft in the right. The Stars and Stripes were shown floating to the breeze.

A beautiful as well as extremely forceful display was arranged by J. E. Tannehill for Carson Pirie Scott. The color scheme was national blue and gold. A table in the center was draped with blue plush velour, and on the table was the upturned silk hat of Uncle Sam and the kaiser's helmet. A large poster in the center of background called attention to the two hats and the necessity of putting your money into Uncle Sam's hat that liberty will live, and warning of the misery that will be the world's by refusing to buy bonds. By refusing you help fill the kaiser's helmet.



Value of High-Class Draping

Series 2—Article 10



By T. Guy Duey

ONE of the most notable features of the prevailing styles for fall and winter is the popularity of black laces for dresses and trimming. Herewith are illustrated two complete displays of this class of merchandise in combination with the also extremely popular satins. Each figure drape is also illustrated in detail and these give clear evidence of the simplicity of this method of handling these fabrics.

Illustration Number 1 is entirely of black laces with the exception of the satins used for the foundation of the two figure drapes. The decorative unit in this display consists of several

large blocks built of composition board, which support a narrow panel surmounted with a circular panel cut out from composition board. These are given a coat of alabastine in a soft shade of tan. The round opening is filled in with composition board covered with a dark blue sateen on face of which is placed a half basket finished in antique gold and filled with fruits and foliage. At the extreme top is a small panel decorated in poster effect, colors and designs. A gold cord is festooned over panel proper. A few sprays of dainty foliage in autumn colorings are used to finish same.

The center drape is of two pieces of handsome



DRAPES OF LACES AND SATINS BY T. GUY DUEY FOR WURZBURG'S, GRAND RAPIDS, MICH.



DRAPE No. 2 BY T. GUY DUEY.

black lace, one being draped around base of standard and sweeping up to right side of decorative unit and held in place by a handsome jet ornament. The other piece is draped over the top of standard which is a chopping bowl.

Simple and Effective Drape

The drape at the left is shown in Illustration Number 2. The foundation of dark blue satin commences by first allowing one and one-half yards of end of fabric to use for waist, fasten at waist line, loop to bottom with one selvage shirred at waist line, width for length of skirt. Some is held in place by a narrow elastic drawn tightly around the form. The surplus fabric makes sweep to floor.

Now use satin which was allowed at start, covering waist by passing around to back. Next take black all-over lace, one end hangs from the left arm passing over arm and shoulder from rear. This forms the one sleeve and left half of waist. It then passes down front of figure and loops up to waist, making overskirt. Balance is used for long wide panel covering back of figure.

Next, the end of satin first used passes over the right shoulder and across front of waist and fastens at waist line on left side. A handsome jet cord is drawn loosely around, tying at the right. This gown is usually simple and effective.

Figure drape at the right is Number 3, the body

of which is a high luster black satin. First take one end of satin and fasten in center of back. Now shirr on skirt width of fabric for length as in Figure 2. Next proceed diagonally across front of figure and over one shoulder. Then across back and over opposite shoulder. Then across front. This will give the surplus blouse effect.

Now start the black all-over lace at waist line in back. Pass over right arm from front to back, then across back to opposite shoulder over same, from back to front, where same is gracefully draped across front of blouse and is caught up on the right side of figure with a large jet buckle. It is then draped across front of skirt and is held up by the left hand. It then passes around back of form and drapes from the waist line into a sweep onto the floor from right side.

Illustration Number 4 shows a display of satins, which in reality consisted of three drapes. However, it was impossible to get the third one into the photo satisfactorily. The decorative setting consists of a square panel surmounted by a round one cut out as previously described herein. In front of the large panel, near one end, is a large vase of flowers and foliage in bright colorings, blending with scheme in the decorative panel. At the right is a simple drape over chopping bowl, with long silk fringe suggested as trimming.

The figure drape is made of a peacock blue satin.



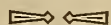
DRAPE No. 3 BY T. GUY DUEY.



DISPLAY OF SATINS BY T. GUY DUEY FOR WURZBURG'S, GRAND RAPIDS, MICHIGAN.

It is started by arranging a series of loops to form the skirt after allowing about three yards at end to make the blouse. These loops can be held by a narrow elastic drawn tightly around waist line. The surplus fabric drapes onto the floor to the left of figure forming pointed panel which is finished off with a large tassel.

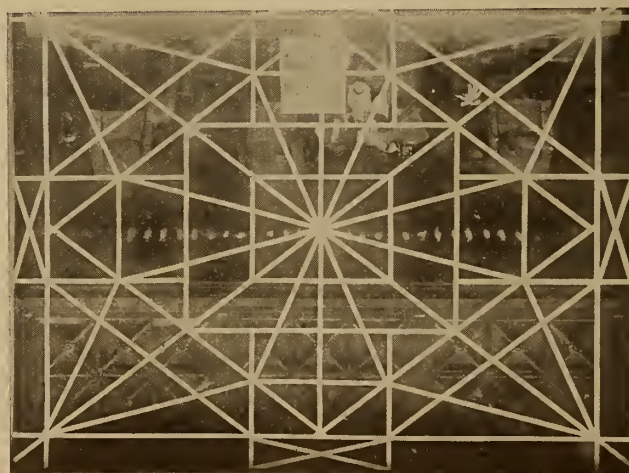
Next, proceed with the blouse by passing satin around waist line once, then around one arm from back, over arm, thence across back and repeat same steps to make other sleeve. The remainder of the goods passes around figure to complete blouse. Jet beaded trimming in point effect gives the finished touch to neck and over shoulders. An over-drape of black all-over lace completes the skirt.



Bomb-Proof Window

THE illustration herewith is of a window in the New York Wanamaker store, recently placed by Harry Bird, a replica of the treatment that Paris is now giving her show windows. Early in the war, we are told, Parisians learned that strips of paper pasted on windows would help save the glass from destruction by bombs. At first these strips were pasted on with an eye entirely to their utility

and with no thought of appearance. But they soon learned that this species of decoration, forced on them by German methods, might be made a thing of beauty. Now the Parisian window decorators vie with each other in the creation of eccentric and attractive designs for the protection of their windows. All colors are represented in the strips and the designs progress steadily in intricacy and attractiveness.



WANAMAKER WINDOW BY HARRY BIRD, NEW YORK CITY.

Championship Contest for 1918-19

Merchants Record and Show Window annual contest now on—New classes added and twenty-one prizes to be awarded winners—Every display man eligible—Contest closes June 1st, 1919.

THE attention of every display man is called to the announcement of MERCHANTS RECORD AND SHOW WINDOW's annual contest for 1918-1919. Announcement will be found on another page of this issue.

The contest is now open and will close June 1, 1919. The valuable awards, which include ten engraved Gold Medals, ten engrossed Diplomas of Award and a Capital Prize of a beautiful engraved Silver Loving Cup, will be made at the twenty-second annual convention of the I. A. D. M., to be held at the Hotel Sherman, Chicago, July 14 to 17, 1919.

These big annual competitions conducted by MERCHANTS RECORD AND SHOW WINDOW for more than twenty years are everywhere recognized as

the biggest and most important contests in the window display world. To be a winner of one of the prizes awarded by MERCHANTS RECORD AND SHOW WINDOW is a distinction which stands for the highest honor a display man can attain, and is a practical and permanent testimonial to his skill.



FRONT AND REVERSE SIDES OF GOLD MEDAL.



GRAND PRIZE, MERCHANTS RECORD & SHOW WINDOW CONTEST.

The contest for 1918-1919 includes ten classes and in addition there is a special class, the award in which will be a handsome loving cup to the display man submitting the greatest number of good photographs during the period of contest. Display men everywhere are eligible to enter in this big competition, and the fact that one is employed by a smaller store is no reason for not entering. Many of the prizes in past years have been won by decorators in comparatively small towns.

The medals awarded in MERCHANTS RECORD AND SHOW WINDOW contests are solid gold and are of exclusive design by one of the leading sculptors of the country.

Good, clean, healthy competition is one of the best tonics for any profession, and every display man who enters will do his best to win and in so doing his employer is sure to gain by the efforts of his decorator.

Read the rules of contest carefully and decide to enter at once. Send your photographs early and often. Remember, there are to be twenty-one prizes and every display man is eligible.

Wall-Board for Backgrounds

Timely suggestions for the display man whose allowance is limited—How to make and install temporary backgrounds—Settings that with a few changes may be used for various occasions.



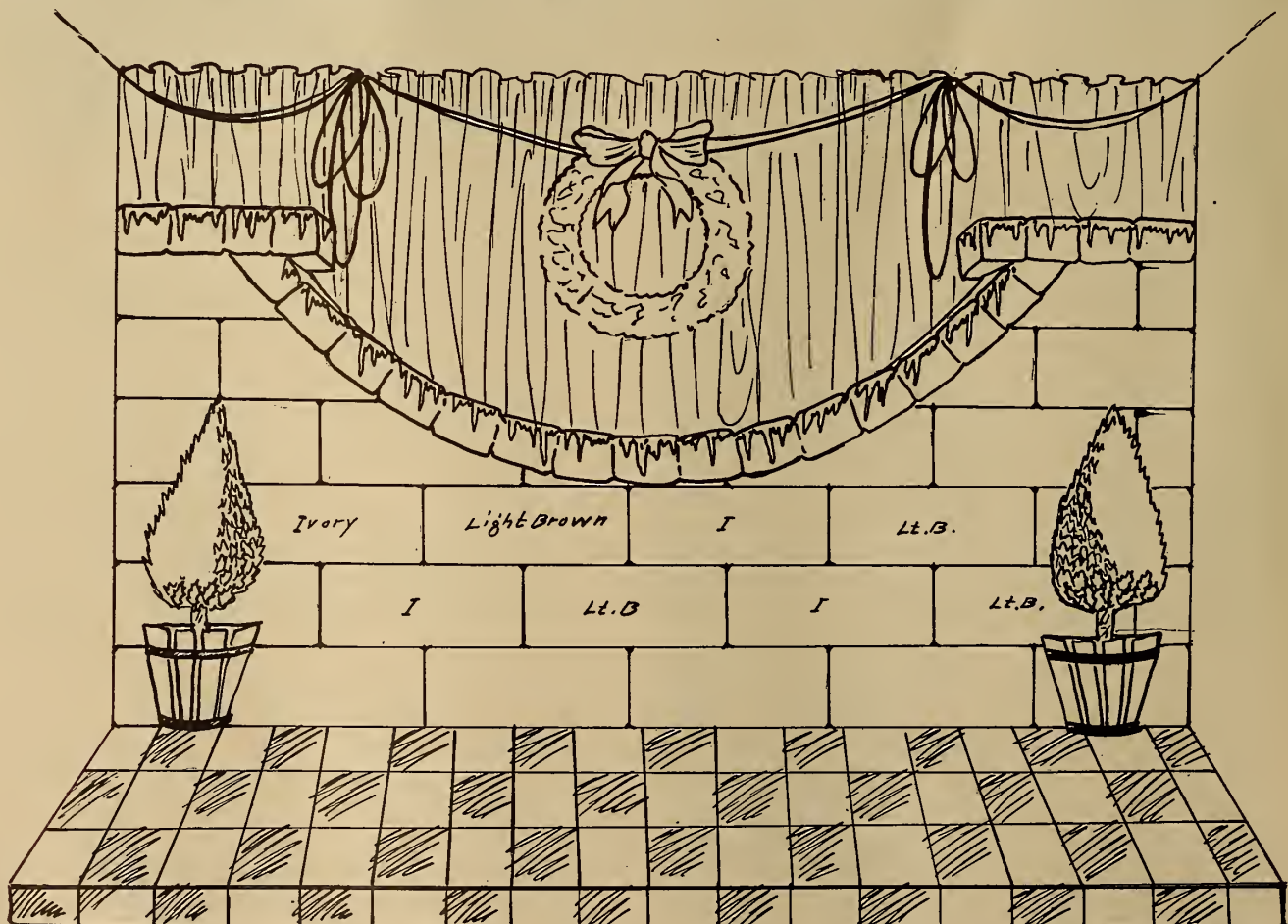
By Homer H. Seay

THESE articles are intended for the display man whose allowance is limited and who is expected to make his own window backgrounds, settings and decorations. It is my intention to make these articles instructive—if they are not, I have done my best to make them so.

I am again writing about the usage of composition board in window displays. This time it is window backgrounds. Composition board is quite a general term, as there are about six brands or more on the market now—but all boards were not

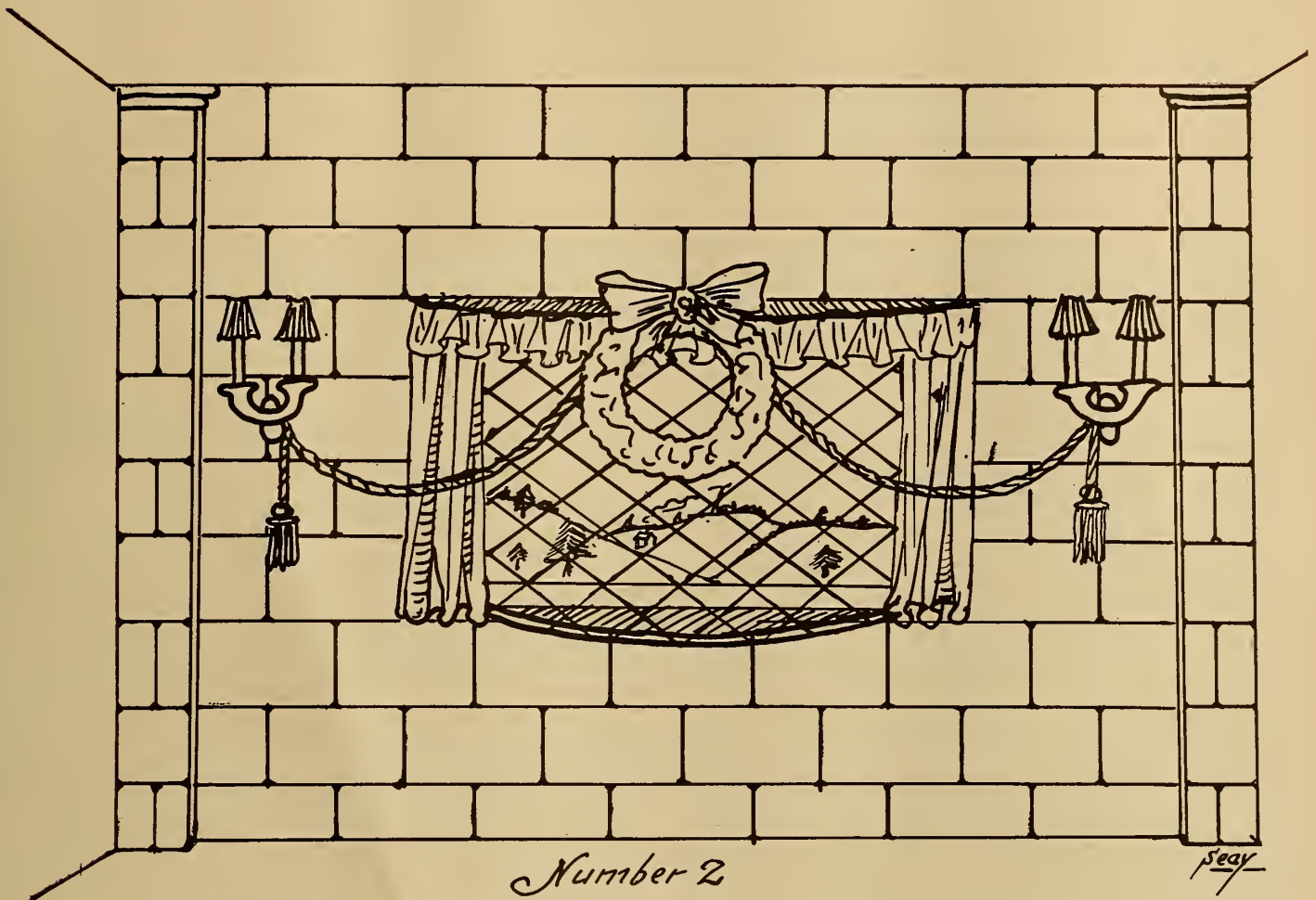
intended for the display man and are not adapted to general use in this department. Composition board for window backgrounds must be rigid, and at the same time not so stiff that it can't be bent to go around curved surfaces.

In Illustration Number 1 is shown a simple setting for a Christmas window, but by using electric lighted cut-out pumpkin heads on top of columns, and instead of wreath, it would make an effective Thanksgiving setting, or you could save this setting until next spring, give it another coat



Number 1.

—Seay—



Number 2

of wall color, use rose bushes instead of trees and have a nice spring setting. This setting is made of wallboard mounted on $\frac{7}{8} \times 1\frac{1}{2}$ -inch strips. The curved section is sawed from $\frac{7}{8}$ -inch lumber and placed on flat surface after it has been scored.

To score, or groove composition board in order to give block effect, lay off your board in squares with a crayon or pencil and cut a "V" shaped groove with a sharp mat knife. If you keep your knife sharp you will not find this as hard to do as you might think.

I would suggest that in coloring these blocks that you pounce or stipple the alabastine or wall color on heavy—as heavy as you can get it. For Fall or Christmas, I think alternate blocks of ivory and light tan with mortar line of white would make a pleasing combination.

After sawing out the curved piece at top, cover with wallboard and score as you did your wall, only score small groove on edges as well as front. To give this the icicle effect, mix white alabastine with a little plaster of paris and glue to a thick state, load your brush rather heavy and draw across edge, allowing your color to run to form icicles. Immediately after doing this sprinkle with diamond dust.

The curtain in back can be of green plush with

wreath and rope garland in red, or the reverse. The trees shown can be of ruscus, or made of composition board. If made of this material, get some loose holly leaves and mount them on tree part, by starting at top and going down, allowing leaves to overlap, forming a tree effect. For floor, use either large piece of composition board scored, or window blocks.

In Illustration Number 2 you will find another example of scored composition board background. The window in this background can be covered with tarlatan, and lattice effect made with white or black cotton tape. The top and bottom of window frame should be curved to give the scenic panel the distance effect. I would make this panel in moonlight effect by dropping a blue light behind the top curtain, and using diamond dust on the painting.

The curtains can be of red or green plush or velours, with decorations of opposite color (red and green are Christmas colors), or the decorations would be very effective if frosted and airbrushed in blue, green or red. If possible use bracket electric lights on sides with red shades; red is a warm color and must be used to give the setting warmth.

These illustrations are only used as simple suggestions and can be very much improved upon. Neither setting would require over fifteen minutes to place.

Toy City at Wurzburg's

Display manager Duey arranges massive toy city at the Wurzburg store—120,000 square feet of floor space given over to the most effective and elaborate showing of toys.

THE government's request that Christmas shopping extend through the months of October, November and December, thereby eliminating rushed delivery service and the addition of thousands of clerks at a time when labor is so scarce will undoubtedly be readily complied with by the buying public. Being assured of the great co-operation of the public merchants have already inaugurated the holiday campaign.

"Give Useful Presents" will be the general slogan, but the children will not be deprived of that delight of former holiday seasons. There will be toys and plenty of them, and the kiddies will meet Santa on the street as well as in the "toy sections" of the big department stores; for after all, toys and what they mean to the little folk have become necessary to the complete significance of Christmas.

Display men will again be expected to arrange their "toy cities," and make the hearts of the little ones glad, and it is safe to say that this assignment is not considered a task by the decorators, but merely the assisting in the making of a joyful season for the children.

Of the many sections given over to toys during the 1917 season by display men throughout the country, particularly interesting was the "Toy City" at Wurzburg's Dry Goods Company, Grand Rapids, Michigan.

On November 10th, after much advance preparation and the addition of an entirely new floor space of 120,000 square feet, T. Guy Duey, display manager for Wurzburg's, opened to the public a most effective and elaborate showing of toys, the same being titled "The Toy City," and a city it was with its broad avenues and streets, its green tapering lamp posts surmounted with clever square Japanese lamps of cedar wood with panels of silk and inlaid wood. The streets and avenues were surely appropriately named with such names as Wilson, Washington, Pershing, Lincoln and Roosevelt.

There were the usual street signs on the lamp posts, and even the numbers which designated the residence of each class of toys.

Entering through a massive arch of white, entwined with southern smilax vines in the center of which hung an electric sign reading "The Toy City," one passed into a broad thoroughfare known as Wilson

street. On the right of this street were located dolls, dolls' apparel, doll cabs, stuffed animals, et cetera. On the left were pianos, humpty-dumpty circus blocks, sets of all kinds for girls, sewing materials, dishes, books and tree ornaments. To the left of the entrance was Lincoln avenue, which was given over to the displaying of practical toys of bulky nature, such as desks, chairs, tables and furniture of every description.

The next intersecting street was named for our great General Pershing, and on this street was shown all manner of toys of a military nature—guns, suits, swords, airplanes, et cetera. At the extreme end of this street was a large war-plane, presumably in flight, coming head-on, the flyer at the wheel and the propeller spinning. This machine was a skeleton model, specially built and was about fifteen feet in length, supported from ceiling by fine wires.

Roosevelt street came next and here were gathered building sets, mechanical toys, trains, engines, erectors, work benches and picture machines. On the left of this street was Santa's headquarters, a castle erected from huge building blocks. The castle stood in front of a scenic drop and since Santa was "at home," needless to say this proved a very popular thoroughfare.

Washington avenue, intersecting Roosevelt street, presented a photo gallery where the little ones as well as the grown-ups could have pictures taken with Santa or on the toboggan, auto or horse, as desired. On this avenue were assembled all wheel toys, automobiles, tricycles, coasters, speeders, etc. Each was located in separate units with dividing fences of white lattice entwined with smilax and surmounted with cut-out figures representing the various nursery rhymes, painted in attractive colors. The entire length of each street was arched with smilax with large red bells suspending from center.

On each of the posts throughout the department were placed cut-out figures of the nursery rhymes with the rhyme itself done in white on red cards placed under each figure.

"Santa" arrived on opening day on a train from the north at 11:15 a. m. and was met at the Union Station by a boy scout bugler in a prettily decorated shay drawn by six white horses. There were also there thousands of howling, happy kiddies who followed to the Wurzburg store and fairly swamped the establishment to get a look at and a little gift from Santa.



Annual Prize Contest for 1918-19

Merchants Record and Show Window contest for 1918-1919 opens—Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup—Contest open to all display men—Closes June 1st, 1919

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every display man who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1919.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked upon the back of each photograph as follows: "FOR ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

Drapes of Exceptional Beauty

Herman Frankenthal places beautiful set in windows of B. Altman, New York - Costly gold and silver brocades from France, beautifully arranged attract attention of Fifth Avenue throngs.



WE ARE showing herewith another set of beautiful drapes designed and executed by Herman Frankenthal, display manager for B. Altman's, New York City.

The four drapes here illustrated were of a series which appeared in the Altman windows the early part of September. Five windows were given over to the displaying of costly gold and silver brocades ranging in price from \$22.50 to \$30 a yard. In each window a length of luxurious fabric, made at

Lyons, France, was shown draped from a high circle, while at the side, in each window, was a handsome drape of a cloak or a gown of same material.

At the same time there were two windows demonstrating the wide gold and silver ribbon selling at \$12.50 and \$13.50 per yard, which was used for popular panel effects. In each of these windows was a drape of a dress made out of black lace and wide, sumptuous ribbons. One showed the rear



DRAPE NUMBER 1.



DRAPE NUMBER 2.



DRAPE NUMBER 3.



DRAPE NUMBER 4.

view, with the rich panel running all the way down from the neck to the bottom of the skirt.

Display men of New York and many other cities pronounced this series of drapes the finest ever shown in the eastern metropolis, while Mr. Frankenthal allowed it to be known that he believed it to be his best work along these lines.

The drape shown in Illustration Number 1 presents a new and interesting dress made of black tulle and chenille with the panel in the back made of Egyptian designed black and gold ribbon.

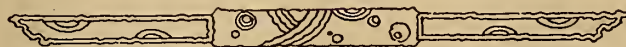
An extremely interesting model is shown in Drape Number 2. The waist is of black and gold silk retailing at \$30 per yard. The sleeves are made of gold lace and the collar of Hudson seal fur. A very interesting feature of this gown is that the

black velvet is pinned up on each side of the waist.

Drape Number 3 presents a new and extremely pleasing treatment. The train of the dress is of plain taupe velvet, and a new cape effect of gold lace shows on top of the waist. Gold lace also is used on skirt trimming. The material used in this drape retails at \$22.50 per yard.

Drape Number 4 shows dress made of black and gold brocade selling at \$28.50 the yard. This is an artistic treatment, indeed, and the back of the waist presents a new decollete treatment, ending with a large gold flower. Sleeves of black tulle.

Another series of Frankenthal drapes will be presented in the November MERCHANTS RECORD AND SHOW WINDOW.



International Association

— of —

Display Men

First Vice-President

T. GUY DUEY, Wurzburg's Dry Goods Co., Grand Rapids, Mich.

Second Vice President

C. A. VOSBERG, McCreery's, Pittsburgh, Pa.

Third Vice President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Treasurer

W. H. HINKS, J. W. Thomas & Co., Minneapolis, Minn.

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Secretary—D. B. BUGG, Suite 1520, Woolworth Bldg., New York.

An Educational
and Business Organization

Executive Committee

CLEMENT KIEFFER, JR., C. A. Weed Co., Buffalo, N. Y.

B. W. CHRISTOPHEL, Frank & Seder, Pittsburgh, Pa.

J. J. CRONIN, L. Bamberger & Co., Newark, N. J.

JAMES TREWHELLA, Best & Co., New York City.

M. J. B. TENNENT, Meier-Frank, Portland, Oregon.

C. E. WILSON, The Killian Co., Cedar Rapids, Iowa.

R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.

President's Report

NOW that vacation time is over and we are all back on the job ready to *dig in* for the winter, why not all of us get busy on membership?

Every member of the association will be pleased to learn that we are headed toward a thousand members and if we will all consider it our patriotic duty to work hard and use our influence in convincing others that it is their patriotic duty to become members of the organization we will soon be "over the top" and on our way to the second thousand long before it is time for our next convention. We are all certainly proud to say we "belong to the I. A. D. M."

As most of us know, a great work is now being done in all the cities by the members of our association. We are now a potent part of the working organization of the U. S. Government and our services are being highly appreciated by all the Liberty Bond committees throughout the country. In Rochester we have put out one thousand letters and books on "window display suggestions" to merchants of all classes calling for 100 per cent window displays on the present Liberty Bond drive. Next month I will let you know the result.

At the present period we all know what any organization needs is *action*. Never before has there been a time when we need greater co-operation of all the display men in the country. *Now* is the opportunity. *Now* is the time to join. No matter how large or small a position you hold, you need us and we need you. So join and become one of us.

Send in any suggestion you think of for the betterment of the organization. We need your help.

We want you because we want a bigger and better organization.

Decide to join the I. A. D. M. The benefits are many.

E. DUDLEY PIERCE,

President, I. A. D. M.

Join the I. A. D. M.

MEMBERS of the International Association of Display Men have a right to be proud of their organization. It is accomplishing some big work. The power of the window has been recognized by the Government and the men appointed by the association at the last convention to serve as a War Service Committee have been entrusted with the supervision of all of the Government's propaganda.

It is a matter of great surprise that every display man in the country is not enrolled as a member of the organization. In all work that is being done, the Government has expressed a preference for dealing with associations rather than directly with individuals. This applies to the International Association of Display Men as well as to every other organized trade and industry. The best possible work can be accomplished only in this way.

It can therefore be said that it is the patriotic duty of every display man to join the only association in his particular field of work which is national and international in its scope.

There are many men in every line of work who feel that they ought to do something in a definite way towards winning the war. They see the hundreds and thousands of men in uniform and they read of glorious deeds being performed on the battlefields. No man with red blood in his veins and with any Americanism in his soul can possibly observe these things without feeling a tinge of shame creep over him, unless he, too, is contributing some direct effort in the biggest fight in the history of the world.

Some display men do not join because they feel that they can get nothing from the association. This is a selfish viewpoint. The purpose of the organization is to give as well as to receive and if, by your membership, you are helping others, you should join, even though you yourself may gain no direct benefit by your membership.



Koester Graduates Win Grand Total of 75 Prizes at 1918 Convention of I. A. D. M.

Every year the graduates of the Koester School demonstrate the efficiency of their training by winning a great majority of the prizes. You may never intend to enter these contests but you do want to be able to put in the very best windows in your town. The Koester School will make this possible.

Following is a detailed record of Koester men and the number of prizes they won this year:

- | | |
|---|---|
| R. T. Whitnah, Crosby Bros., Topeka, Kans.
Won 8 First Prizes, 5 Second Prizes, 6 Third Prizes or a total of 19 Prizes. | S. E. Gibson, Western Clock Co., La Salle, Ill.
Won 1 First Prize and 2 Second Prizes or a total of 3 Prizes. |
| C. W. Alroth, Union Clothing Co., Columbus, Ohio.
Won 4 First Prizes, 4 Second Prizes and 2 Third Prizes, or a total of 10 Prizes. | M. Hoffstadt, Feddermans, Akron, Ohio.
Won 1 First Prize, 1 Second Prize and 1 Third Prize or a total of 3 Prizes. |
| W. K. Best, Turner Ebinger Co., Marietta, Ohio.
Won 5 First Prizes, 2 Second Prizes and 3 Third Prizes or a total of 10 Prizes. | P. W. Hunsicker, Friedman Spring Co., Grand Rapids, Mich. Won 1 First and 1 Second Prize or a Total of 2 Prizes. |
| E. P. Lairn, Yonell & Duckworth Co., Orlando, Fla.
Won 2 First Prizes, 3 Second Prizes and 1 Third Prize or a total of 6 Prizes. | Otto Lasche, St. Clair G. & E. Co., St. Louis, Mo.
Won 2 Second Prizes. |
| Victor Dallons, Phelps Dodge Merc. Co., Tyrene, N. M.
Won 2 First Prizes, 2 Second Prizes and 2 Third Prizes or a total of 6 Prizes. | P. H. Dietrich, J. Bergman, Wilkesbarre, Pa.
Won 1 Second Prize and 1 Third Prize. |
| C. E. Duff, J. Katzenstein & Co., Marietta, Ohio.
Won 2 Second Prizes and 4 Third Prizes or a total of 6 Prizes. | E. F. Swank, Bishop, Crawfordsville, Ind.
Won 1 Second Prize. |
| Lawrence Hood, Freundlick & Co., Mansfield, Ohio.
Won 2 First Prizes and 1 Second Prize, total of 3 Prizes. | Roy H. Heimback, Clarke Bros., Scranton, Pa.
Won 1 Second Prize. |
| | R. M. Montgomery, Star Store, E. Liverpool, Ohio.
Won 1 Third Prize. |

Every Day You Put off Preparing Yourself For a Better Salary Is a Direct Loss to You

It follows, then, that a course of training in the Koester School is worth more to you now than it would be a year later, because it will bring you success just a year sooner. Why not make up your mind now to save that year's time? It means a lot to your future advancement and your future advancement means everything to you.

When you have completed a practical course of training in Window Trimming and Card Writing, or, a combination course in Window Trimming, Card Writing and Retail Advertising, at the Koester School, you immediately increase your earning capacity. But you do not stop there—your earning power continues to increase as your experience and ability increase.

DECIDE NOW to prepare yourself for retail publicity work at the Koester School. The only school of its kind in the World. 9,000 graduates in the past 15 years.

THE KOESTER SCHOOL
314 S. Franklin St., Chicago

Other men will not join because the association has not been or is not just what they think it should be. To those men we say, don't stand off and throw stones. Come in and help to improve the organization. All the men in the association are human beings just like yourself and they are subject to all sorts of human faults.

Furthermore, join now. Don't wait until tomorrow or next week or next month. Do it now! The sum of \$3 sent to the Secretary will pay your initiation fees and your dues until July 1, 1919. Is this too much to pay to help win the war? The men in uniform are giving their all. Can you afford to give three dollars?

If so, do it now. D. B. BUGG, Secretary.



This Suggestion Receives Jolt

SOMEBODY stepped on the toes of President E. Dudley Pierce a short time ago and he came back with a real wallop.

This is about what happened. In the city of Rochester there lives a man with a lot of original ideas in his make-up. In casting about for ways of effecting war-time economies, his eagle eye lit on the show window. It wasn't an accident, because the windows in Rochester are so good that every one is bound to see them. Anyway—this man saw them and decided that money could be saved if the show window was entirely eliminated, obliterated, concealed, done away with, and otherwise put out of business during the period of the war. Immediately he took his pen in hand and wrote to the paper about it. The paper published this valuable communication from its constant reader and the article was seen by President Pierce.

The President's come-back is so good that we publish it:

Editor Times-Union:

In reply to an editorial in one of the papers which stated, "Why not *can* the display windows until after the war?"—beg to state that one without practical experience and not realizing the value of the show window would be apt to make such a statement unthinkingly.

The show window is one of the most potent selling forces known. It is more than an ad for the reason that it actually brings the goods before the customer's eye and anything we see, or knowledge we gain through observation is indelibly stamped on the mind and remembered long after what we read is forgotten. Some merchants value their windows as high as \$50 each per day.

I repeat a conversation I once had with a man who ran a men's furnishing store on Broadway, New York City. His store was 12x30 feet and he paid \$20,000 per year rent. I said to him, "What

value do you place on your show window?" and his reply was that he paid \$15,000 per year for the window and \$5,000 per year for a place to show his goods.

We have stores here in Rochester that would be paralyzed without the show window. You could not expect stores who have spent thousands in plate glass fronts to "can the show windows" when it requires no electricity to show merchandise in the day time. Remember these windows are an investment and must be realized on, in order to try to "Conduct business as usual."

There is a "National War Service Committee on Window Display," of which I happen to be a member and am also chairman of the local board. This board has offices in the Metropolitan Tower. New York City, with C. J. Potter as chairman, and is an official part of the Division of Advertising of the Committee on Public Information. The members receive their appointments from Washington. Following is the executive order:

"I hereby create, under the jurisdiction of the committee on public information, heretofore established by executive order of April 14, 1917, a division of advertising for the purpose of receiving and directing through the proper channels the generous offers of the advertising forces of the nation to support the effort of the government to inform public opinion properly and adequately.

"WOODROW WILSON."

The direct object of this committee is to aid all Liberty Bond drives, Red Cross, War Chests, etc., through the show window, thus placing it before the public's eye. To receive and distribute all literature and posters. To see that all displays are placed in accordance with prearranged plans, thus making all propaganda more effective. Anyone wanting suggestions for floats, show windows, etc., for the next drive, may write to C. J. Potter, New York City, who will be more than pleased to make suggestions.

At the convention of display men in New York City there were hundreds of photographs submitted in the contest on war propaganda from all over the U. S., and these are in the hands of the committee. So please don't suggest "Can the show window," as they are helping and aiding in all ways possible to back up the boys on the other side. And to "can the window" would be helping the Kaiser.

There have been nearly 2,000 "Save the Food" displays alone in the U. S. since the war began.

Trust this will give some light on the value of and what the show window is doing to help "win the war."

Very respectfully yours,

E. DUDLEY PIERCE,
President I. A. D. M.

WIN THE WAR WITH WINDOWS



UNCLE SAM

Life Size and Lifelike. Best Quality Wax. Most Impressive and Best Looking Lay Figure of our Illustrious Relative Ever Made. Note the Splendid Character in Face and Hands for Displays with an Appeal. In Keeping with the Importance and Dignity of the Cause.

WE'LL help you do it with our latest wax and papier mache figures and devices suitable for patriotic displays, drives, propaganda, etc. They meet the requirements of local committees now co-operating with the National War Service Committee on Window Displays, such as:

Liberty Loans, Thrift Stamps, Red Cross, Y. M. C. A., News from the Front, Scenes from Abroad, Food Conservation, Etc., Etc., Etc. These figures etc. are built solely for war windows, and include Uncle Sam, Goddess of Liberty (heroic size and miniature), Liberty Bells (large and medium), National Shields, Eagle and Shield, Eagle and Flag, the Pershing Shield (a big attraction), Heroic Figures of the Men in Khaki (of papier mache appropriately colored), Wax Figures of men to uniform as soldiers, sailors, etc., Women and Misses in wax for Red Cross nurses, Farmerettes, etc.

We cannot tell you all about them here, so write for circulars, photos and details in general

Then there is the awful figure of the kaiser, voted "the most repulsive, yet natural looking attraction" ever made in papier mache. See him cowering on his knees yelling "Kamerad".

And, Furthermore,

IN LINE WITH THE SPIRIT OF THE TIMES WE INVITE YOUR ATTENTION TO OUR NEW MODELS FOR DRESSES, SUITS, WAISTS, ETC. THEY ARE CALCULATED TO SHOW AND SELL. THEY JUSTIFY THE CLAIM THAT PRACTICAL DISPLAY FORMS CONSERVE LABOR, TIME AND MONEY, ENABLING THE MERCHANT TO GET ALONG WITH FEWER SALES PEOPLE,

BUT REMEMBER THESE ARE TRYING DAYS FOR SHIPMENTS, SO ANTICIPATE YOUR NEEDS WITH EARLY ORDERS.

J. R. Palmenberg's Sons, Inc.

Palmenberg
Est. 1852

Norwich
Est. 1879

Kindlimann
Est. 1887

63-65 WEST 36TH STREET, NEW YORK

Factories: 89-91 W. 3d St., N.Y., 419 Broome St., N.Y., 28 Thomas St., Norwich, Conn.

Boston Salesroom

Baltimore Salesroom

26 KINGSTON STREET

108 W. BALTIMORE STREET

Who's Who in the Profession

T GUY DUEY, who for the past five years has been display manager for the Wurzburg Dry Goods Company, Grand Rapids, Michigan, which store is known as one of the most progressive as well as having one of the most unusually beautiful modern equipped show windows and store interiors in that section of the country, has had an enviable success in his career in the display profession.

Mr. Duey's first connection in the profession dates back some twelve years or more. He was at that time connected with the MacPherson & Edward Department Store of Springfield, Illinois, with whom he had



T. GUY DUEY.

previously had some seven years' practical training in many departments of this large store, which ably fitted him for rapid progress in the display profession.

His entry into this field was with a determination to master its many branches and to become a leader. As each season approached and passed away his ingenuity and handiwork became more and more pronounced, and with each new success, this store and Mr. Duey's artistic ability became recognized with remarkable magnitude throughout the country.

After eight years' success with displays and decorations of every character with this house, his ability demanded larger fields in which to operate and he accepted the position as display manager for the Wurzburg Company of Grand Rapids, and in this capacity through constant study, he has developed into the ranks of the leaders in the display profession and also as one of the main cog wheels in this progressive store's organization.

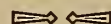
The name of Duey and the Wurzburg store have become widely known for the unusually original and beautiful settings and effective interior decorations and window displays.

Mr. Duey has been a very enthusiastic and active supporter of the International Association of Display Men, taking an active part in all the annual conventions, as a demonstrator and otherwise, and is widely known and recognized among the members of this organization and by the manufacturers of decoratives and display equipment, as a leader and an authority on decoration and display, and as a man of pleasing personality.

He is now serving a second year as president of the Grand Rapids Display Men's Club, and is also first vice-president of the International Association of Display Men.

During these years in this very interesting work, he has contributed many interesting as well as educational articles to all of the leading trade papers of the country, and has kept personally in touch with all of these publications, which he claims as one of the greatest sources of inspiration for the display man. He is a great believer in co-operation and organization and in the study of the works of others as a source of inspiration for enthusiasm.

Mr. Duey has been awarded a vast collection of trophies, prizes in national and local competitions, and has the distinction of being one of the first to receive the Display Championship Medal. This medal was awarded to Mr. Duey at the Twentieth Annual Convention of the I. A. D. M., held in St. Louis, Mo., August, 1917. His latest success in competition was the capturing of one of the four gold medals awarded in the MERCHANTS RECORD AND SHOW WINDOW Contest for 1917-18.

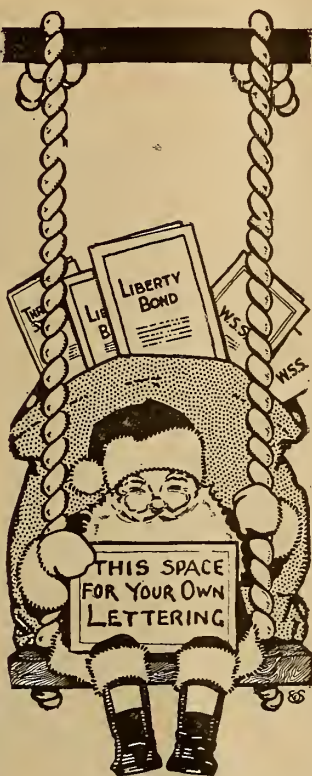


Another Way of Cooperating

ONE hundred and twenty-five retail confectioners of Chicago met at the Fort Dearborn Hotel recently and perfected an organization to be known as The Association of Retail Confectioners, whose purpose it will be to co-operate fully with the food administration.

Immediately after organization the dealers voted to allow but one pound of candy to a customer. To be sure, the customer may return the next day for another pound but the large, luscious "best girl" packages are doomed until we win the war.

Another patriotic action taken was a resolution to devote half of the show window space to war activities.



Christmas Ideas Now Ready!

The Council of National Defense urges merchants to spread the period of Christmas buying over October, November and December, and to confine displays to useful presents. The Christmas plans and ideas which The Economy Service has developed this season for the use of retail stores, admirably carry out this purpose.

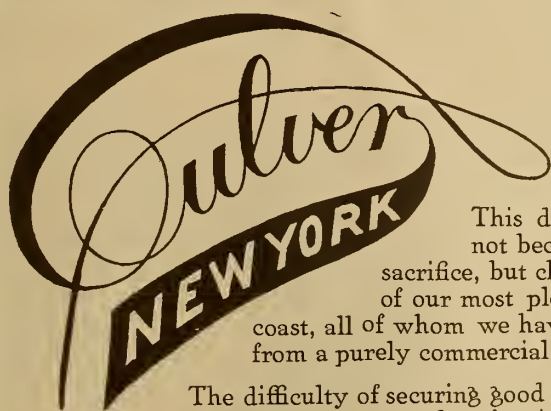
One of the big features is a lithographed Christmas poster on heavy cardboard, $2\frac{1}{3} \times 3\frac{2}{3}$ feet. The accompanying illustration shows the design of the poster, which can be used in scores of effective ways.

"A Patriotic Christmas" is the title of a big Christmas advertising and merchandising campaign. There are also mailing folders, posterettes for show-card embellishment, movie slides, etc.

Attach this ad to your letterhead and send it to us NOW for samples and details of our Christmas material.

The Economy Service
231 West 39 St. New York

Affiliated with the Dry Goods Economist



WAX FIGURES

On account of adverse trade conditions, brought about by the war, the Irwin G. Culver Co., Inc., has decided to discontinue the operation of its business for an indefinite period.

This decision has been reached with the greatest reluctance, not because the discontinuation involves considerable financial sacrifice, but chiefly owing to the fact that it will cause an interruption of our most pleasant relations with a host of customers, from coast to coast, all of whom we have come to look upon in a friendly light rather than from a purely commercial standpoint.

The difficulty of securing good labor, the impossibility of obtaining reliable raw materials and other obstacles of a similar nature have compelled us to take this step.

At present our plans call for a resumption of business when more favorable conditions prevail. We hold the patriotic belief that the much longed for time is not far away. But whatever time or tide may befall, we take this opportunity to thank our many, many friends for the business they have given us in the past, which has brought us into such cordial relations and to bid them farewell, in the hope that we may soon again clasp hands in firm good fellowship.

Although signing ourselves, as we have for some times past, as an incorporated concern, we speak with equal feeling in a personal way.

THE IRWIN G. CULVER CO., Inc.

60 East Eighth Street

New York City

Movements of Display Men

A. C. WEILER, well known display man, has been appointed advertising and display manager for the Leon Marks Company, Cincinnati, Ohio.

C. WALTER JOHNSON, formerly with the S. J. Johnson Company, Jackson, Miss., is now display manager for S. Coplon & Sons, New Bern, N. C.

A. L. MEADOWS has resigned as display manager for the White House Dry Goods Co., Beaumont, Texas, to accept a similar position with Washer Bros., Fort Worth, Texas.

W. G. WEISSE is now display manager for Neustadt's, Davenport, Iowa. He formerly was in charge of the windows of the E. & W. store, Freeport, Illinois.

W. ILLIAM A. CARROLL, for several years display manager for Anderson-Dulin-Varnell Company, Knoxville, Tenn., has been appointed display manager for the People's Outfitting Company, Detroit, Mich.

C. L. GREER, display manager for Hudson's Bay Company, Vancouver, B. C., was a recent visitor to the Chicago office of *MERCHANTS RECORD AND SHOW WINDOW*.

H. ARRY W. HOILE, ex-president of the International Association of Display Men, is now located in Dayton, Ohio, as manager of the New York Waist Shops.

M. R. WELLNER, display manager for Bannon Brothers, St. Paul, Minnesota, was a recent visitor to the office of *MERCHANTS RECORD AND SHOW WINDOW*. Mr. Wellner informs us that the Bannon Brothers Company is soon to erect a fine new department store building.

C. W. BENTON, formerly with the New Phoenix Co., Muskogee, Okla., and for the past few months display manager for Benson's Sons, Shreveport, La., is now employed by the government in the shipbuilding department. He is located at Passagoula, Mississippi.

R. OY L. HOLLIS, formerly display manager in Ocean Park, California, is now a member of the Tank Corps, Camp Colt, Gettysburg, Pennsylvania.

R. ICHARD MYERS, display manager for the Emporium, St. Paul, Minnesota, was in Chicago recently, placing orders for holiday decorations.

Working Schedule at Frankel's

The Frankel Display Fixture Company desire it to be known that hereafter their salesroom at 1140-1146 Broadway, New York City, will open at 8:30 o'clock in the morning and close at 5:30 o'clock in the afternoon. This schedule will be in effect daily except on Saturdays, on which day throughout the year the salesroom will be open between the hours of 8:30 a. m. and 12 noon.

General Luncheon Hour

In line with a movement among certain other houses in the wholesale lines, J. R. Palmenberg's Sons, Inc., announces that the various departments of its business will be closed daily from 11:45 to 12:45 o'clock. This is done to enable all connected with their establishment to go to luncheon at the same time. There is a growing belief that efficiency can be increased and labor conserved by having a general luncheon hour. Merchants and buyers, it is felt by those supporting the movement, will in due course accommodate themselves to this new order of things.



Emblematic of America's strength in the war is a patriotic figure of heroic size recently put out for use in war windows. The original of the figure appears in one of the strong war posters but reproduced in a modeled figure as this is, action and feeling are much more forcefully conveyed.

The figure stands 7 feet 4 inches high over all and it has a seven feet spread. It is made of papier mache and finished in natural colors.



No. 306

Patriotic Paintings and "Cut-Out" Figures

will make your patriotic display a big success. You should continually devote a portion of your show window space to the cause of Liberty.

Have a good live window ready for the next Y. M. C. A. and Knights of Columbus drive.

We can help you much to attain results. Our Patriotic paintings are very attractive and can be furnished in sizes to suit your need. Patriotic figures, as shown on this page, "cut-out" of wall-board.

Size 50 in. high . . . Each \$4.00
Hand painted, 72 in. " 6.00

Above can be used to advantage throughout the store for pillar and ledge decoration.

WRITE EARLY

Do not fail to visit our Show Rooms and Studio when in Chicago



No. 301

The BODINE-SPANJER ©

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north; get off at Division St. and walk 1 block west to Chatham Ct. **GEORGE A. SMITH, Eastern Representative, 1777 Broadway, NEW YORK, N. Y.**

Designers and Manufacturers of Decorative
Backgrounds and Show Windows
1160 CHATHAM COURT, CHICAGO
Phone Diversey 2585

For Immediate Delivery



No. 125

New design shirt-waist form; upper section in washable flesh tint enamel, mounted on Empire design wood base, having wood relief ornaments. Finished in silver or gold. Ask us for full particulars, including prices—all very interesting.

WOOD and METAL DISPLAY FIXTURES

To see our line of original designs creates a desire to own. Best looking, most practical. Prices moderate.

Let us send you our newest Catalog No. 9.

Superior Brass & Fixture Co.
316-318 W. Jackson Blvd., Chicago, Ill.



No. 308



No. 10



No. 9

Unusually Rich Shoe Fixtures

which every clever display manager will appreciate. This set together with higher pedestal and plateau to match, shown in new catalog which will be sent.

308	8" high, 5½" base, 5½" top.....	\$2.00
10	4" high (back), 7x11" top.....	2.00
9	8", 12", 18", 24", high; 6" base 6½x10¾" top	2.00

ORNAMENTAL FINISHES

Gold Antique, Silver, White Ivory
White Ivory and Gold Relief
French Grey and Black Relief
French Grey and White Relief
French Grey and Ivory Relief

Klee Display Fixture Co.
ROCHESTER, NEW YORK

Catch Phrases

*Snappy Expressions For Show Cards and Advertisement Headings —
Some Are Original, Some Borrowed — All Are Short
and To The Point and Bound To
Attract Attention*



THE BEST VALUES IN TOWN
WE KEEP OUR STOCKS FRESH
WE DON'T EXPERIMENT ON QUALITY



WARM UNDERWEAR FOR COLD WEATHER
NOT ONLY GOOD, BUT SHAPELY
HOSIERY THAT COMMENDS ITSELF



PERFECT-FIT UNDERWEAR
COMFORTABLE AND DURABLE
A FINANCIAL COMFORT TOO



SERVICE SHOP OF HIGHEST ORDER
OUR SUCCESS DEPENDS ON SERVICE
LET US SERVE YOU



IMPRESSIVE NEW SUITS AND DRESSES
DEMAND PROMPT ATTENTION
INCLUDE EVERY MODEL OF THE SEASON



NEW HATS FOR WINTER
EVERY CONCEIVABLE STYLE
JUST A LITTLE BETTER AND CHEAPER
STYLES THAT WILL PLEASE YOU



MAKE THIS YOUR STORE
BETTER GOODS FOR LESS MONEY
BETTER VALUE WITH MORE
SATISFACTION



NOTHING TOO GOOD FOR THE BOY
THAT'S OUR MOTTO
BRING THE BOYS TO US
WE PLEASE YOU BOTH



PERFECT GARMENTS IN FASHION
THE PLEASURE ENVIED BY THOSE WHO
SEE THEM
NEW, NOBBY AND NEAT

EXCLUSIVE MILLINERY
NEW DESIGNS AND NEW IDEAS
FOR MITES AND MISSES



SILK STOCKINGS AS CHRISTMAS GIFTS
HIGH-GRADE AND AT LOWEST PRICES
MOST EXCLUSIVE STOCK IN THE CITY



WOMEN WILL BE DELIGHTED
WITH THESE NEW COATS
FANCY MIXTURES AT RIGHT PRICES



CAMOUFLAGE VEILS ARE THE NEWEST
FLIMSY MESHES AND DEEP FRILLS
BOUND TO BE POPULAR



QUALITY OUR GUIDING STAR
IN OUR HATS YOU'LL FIND
STYLE, FRESHNESS AND NOVELTY



CHRISTMAS GIFTS WILL BE BOXED
WE ARE GLAD TO SERVE OUR FRIENDS
SEE OUR LINE OF CHRISTMAS
MERCHANDISE



THE HATS ARE DIFFERENT
ALL PRODUCTS OF AN ARTIST
HAVE INDIVIDUALITY AND PARIS
CREATION



WAISTS YOU WILL LIKE
NOT THE "FADEABLE," FLIMSY KIND—
BUT SUBSTANTIAL, SLIGHTLY AND
STYLISH



OUR GLOVES ARE IN FAVOR
VALUES MARSHALLED BY LOWEST
PRICES
TRY ON A PAIR



SEND FOR THIS BOOK TODAY

It will Help You Plan Your
CHRISTMAS DISPLAYS

The Novelties Illustrated in **SCHACK'S CHRISTMAS FLOWER BOOK**

this season far surpass in number and originality those in any former book we have ever published.

The flower decorations shown are magnificent and the line of patriotic decorations illustrated is larger and more varied than ever.

You Cannot Afford to Be Without This Book

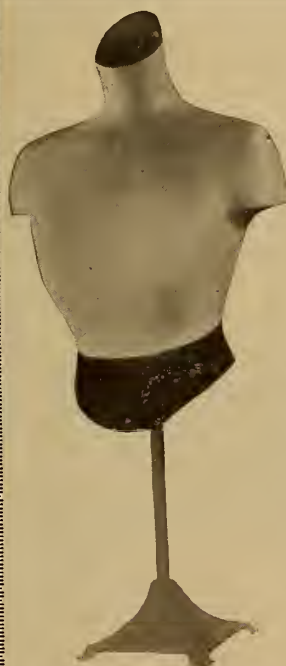
It's Free for the Asking

Among the patriotic novelties are a large line of American shields in sizes up to eight feet—American Eagles in sizes up to eight feet from tip to tip—Wall Board Cut Outs of Uncle Sam, The Goddess of Liberty—Papier Mache Plaques of Wilson, Lincoln and Washington and Beautiful Silky Looking Extra Size Wood Fibre Roping in the National Colors and Many Other Novelties that You Will Need in Your Patriotic Displays.

Send for This Wonderful Book Today and Plan Your Displays Early

SCHACK ARTIFICIAL FLOWER CO.

1739-41 Milwaukee Ave.,
CHICAGO



The Use of Display Fixtures IS AN Act of Patriotism

The better the display, the less is the human labor required to sell goods.

Conserve the human energies of the nation by making your windows and your interior trims sell the merchandise, as all large chain stores are meeting the labor problem.

Co-operative fixtures are made of the best materials, are designed to meet the prevailing styles and are most moderately priced. For that reason we are selling many Chain Store Companies and Department Stores.

Send for our catalog—today

No. 75. A perfectly moulded form, with enameled bust. Projecting shoulders that make effective display. Mounted on No. 1 base, as illustrated, with square upright, each.....\$7.35
With flat No. 3 base or round base, with round uprights, each\$5.25

Co-operative Display Fixture Co.

143 Grand Street New York City

"Away From The High Rent Zone."

"Reduced Prices"

This almost obsolete phrase was once so abused that it came to be regarded with suspicion. We revive it because we want to dispose quickly of a limited number of the highest quality of

FELDMAN'S

HUMANIZED WAX FIGURES

They are perfect in every way but we made more of them for the past season than were actually necessary. In order to get quick action we have made substantial reductions in prices. It will pay anyone to take advantage of this opportunity.

Although disliking the word "bargain" we use it because it is genuine in this instance.

Write or call for further information. We urge prompt action, as the number is limited.

**FELDMAN
FIXTURE CO.**

24 W. 30th Street
New York City



Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Women's High-Cut Shoes—Six new models, \$5.50—This is no more than one would expect to pay now for shoes which are both good-looking and serviceable. Practical shoes, too, to wear on almost any occasion. Dull calf, black kidskin, patent and tan leathers. Four models have black cloth tops, one of which is buttoned; one of dark tan has fawn cloth tops; the dull calf has gray cloth tops.

Lovely Neckwear—At \$3 many attractive novelty collars in monk shapes. One of white satin has a little tucked vestee and the collar is edged with fringe. Another of the new fiber silk has a round top collar and a pleated frill of Georgette crepe. They are in white and light shades. Imitation filet collars and sets are just in. The collars—and they are all good imitations—are priced from \$1 to \$1.75. The sets are \$1.50 to \$2.50.

Georgette Crepe Suit Blouses, \$5.95—One simulated slip-on model has round neck, front panel embroidered in self and contrasting shade; long stitch design. Self sailor collar with picot edge. Dark suit shades. One of bisque and other suit tones is trimmed with dark-hued silk fringe, uncut on the square back shawl collar and turnback cuffs; narrow panel front.

Women's Housedresses, \$1.65, \$1.95, *Worth More Than Their Low Prices*—Because of the excellence of the percales and ginghams used in making them, because of the dainty clearness of patterns and colors, because of their good making and pretty styles, the woman who is considering the best advantage in the outlay of her funds will find these singularly good value.

Serge Frocks for Young Girls, \$9.50—Just the sort of plaid serge frocks that mothers prefer their young daughters to have for school wear, as the colors are dark and the style is severely tailored. A host of other new models in navy blue and plaid serges at numerous prices up to \$25. Sizes 6 to 14 years.

Broadcloth Shirting Silks, *Among the Latest Received*—They have been in the store only a few days and have already attracted the most flattering notice from men and women. These Silks are firm and enduring, they launder beautifully and answer all the requirements of high-class Shirting Silks. Fast colors, of course. In smart satin-stripe effects—beautiful tans, greens, blues, lavenders, many with a faint line of black besides, and all with a satin stripe. More styles even now than we can tell about—and new styles are constantly being added. They are 32 inches wide, and sell at \$2.50 a yard. Women who like smart tailored waists will be delighted with these Silks.

A Notable Achievement! Reversible Velour Portieres at \$17.98 Pair.—Imagine procuring at this time ten yards of rich, lustrous velour at less than \$1.80 a yard and having it made up into Portieres with open French edges without extra charge! That is what these Portieres mean at \$17.98 a pair. The plain velour of equal quality retails today for at least \$2.50 a yard. We have 275 pairs ready in twenty color combinations, either contrasting colors or both sides alike in shades of dark or golden brown, blue, rose, mulberry, olive green and red.

We Are Taking Orders for Girls' Gymnasium Bloomers—and the girls who will soon need them may leave their orders in the Kimono Section, on the Third Floor. Bloomers of black cotton-warp storm serges are \$4.75. Of all-wool storm serge in black, \$5.75; made with pocket and full pleated. White middie blouses, full size and well made, \$2.50. We give personal attention to the orders from private schools and colleges and will be glad to furnish estimates upon request.

An Arrival of New Winter Coats for the Baby—We should say that they are very much on time. Mothers will be glad of this early opportunity to select these little garments now and have them ready when the cold weather actually sets in. They are both short and long, also some capes. The materials are corduroy and bedford cord. They are all-white. And trimmed with dainty embroidery and scallops. \$5.50 to \$6.75.

120 Autumn-Weight Coats Reduced for Final Clearaway—In most cases their present selling prices are much less than their original cost. They are made of poplin, gabardine, serge, velour, jersey and burella, and many are fully lined with fine silks. \$15, \$19.75, \$25, \$29.75. At the prices of coats today these will last but a short time.

55 Coats and Suits, \$13, Originally \$21.75 and \$29.75—Just 55. No more. All we have left of certain Spring styles. Woolly burella coats, extremely good-looking, rather English. A few coats of silver-tone burella. A few suits of serge. Dark blue and black among the suits, but only the lighter colors in coats. All really good-looking and well-tailored. Sizes 14 to 20 years.

Big Men's Best Chance in This Sale of Clothing—We have a few hundred suits, worsteds and chevots, all-wool, hand tailored, standard of the world, in sizes 39 to 50, which are to be sold out at \$20.50 to \$25.50. These prices represent reductions of \$9.50 to \$14.50. Considering the scarcity of textiles, you will know this is a good time to lay in an extra suit—or two of them—to wear all this Fall and start in next Spring with.

The Adler-Jones Co. CHRISTMAS LINE

Now Ready

Orders being booked for October and November delivery. Customers are urged to place their requirements early.

Christmas line for this season far surpasses in beauty and adaptability any ever shown.

Mr. Harry T. Jones has succeeded in attaining some distinctly different holiday set pieces that will astonish and delight every display manager.

THE ADLER-JONES CO.

333 So. Market St.

CHICAGO

*Artificial
Flowers &
Decoratives*



Display Cards for Christmas

These timely, appropriate and beautiful Christmas cards (in four colors, including gold) will brighten up your holiday stock displays, arrest the attention of the Yuletide crowds, and convert passersby into purchasers.

Exceptionally desirable for use in progressive department stores.

Write NOW for my descriptive, illustrated circular and prices—the hour is growing late—if you would be **certain** of deliveries.

BERT L. DAILY

Advertisers Building

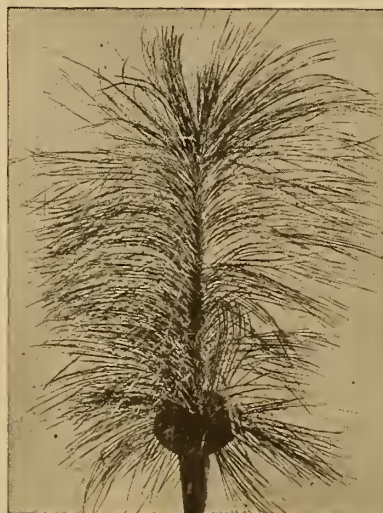
DAYTON, OHIO

Smilax, the Decoration Beautiful

My Southern Wild Smilax is as beautiful as ever, nothing so effective. Prices on all my products same as before the war started. I can also supply you with Long-Needle Pines, Palm Leaves, Grey Moss and Fadeless Green Moss at reasonable prices. Order Early.

PRICES, SMILAX AND MAGNOLIA

Case. No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50



LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$8.00
3 feet high.....	.15	1.50	9.00
4 feet high.....	.20	2.00	11.00
Assorted sizes, 2 to 4 feet.....		1.50	9.00
Extra large sizes, 5 to 6 feet, \$0.50 each.			

Caldwell, The Woodsman

Evergreen, Alabama

Christmas Decorations

If you are figuring on having a Christmas decoration for the holidays do not delay but place your order at once.

Our natural prepared Christmas green beech, select quality; you can make the greatest and best showing with these for your holiday decorations. Our beech is the best on the market. Write for a sample and be convinced.



No. 3404. Mushroom Tree, made of natural prepared evergreen. Tree is four and five and one-half feet in height. Basket in green finish.
Price, each\$9.00
In lots of 6 or more..... 8.00



No. 3408. Santa Claus Wreath, made of natural prepared beech sprays. Something very showy for interior decorations. Santa Claus is painted in water color. Size of wreath is 36x36 inches. Can furnish wreath painted on both sides at \$1.00 extra.
Price, each\$ 3.50
Per dozen 36.00
Can also furnish the above in Christmas scenes.



No. 3410. Beech Wreath, extra full, with red and white tinted clematis or green and white tinted clematis. This is a very showy decoration. Size of wreath is 32x32 in.
Price, each ...\$ 1.75
Per dozen 18.00



No. 3432. Cut-out Christmas Tree, with Christmas ornaments. Painted on wall board. Size of tree is 32x70 inches.
Price, each..\$2.75; per dozen.....\$30.00
Same as above, only smaller. Size 22x57 inches.
Price, each..\$2.25; per dozen.....\$24.00
Short stem Crepe Paper Poinsettias.
Small size, gross.....\$3.00
Medium size, gross..... 4.50
Large size, gross 6.50
Red Clematis, in cloth. This makes a very showy Christmas decoration.
Price, per gross..... 9.00



No. 3418. Special Natural Prepared Xmas Green Beech Sprays. The finest and best quality on the market. Size of sprays from 48 to 60 inches in height. Packed one hundred to a case.
Price, per hundred sprays\$15.00
Can also furnish the above in brown and dark red, \$12.00 per 100.



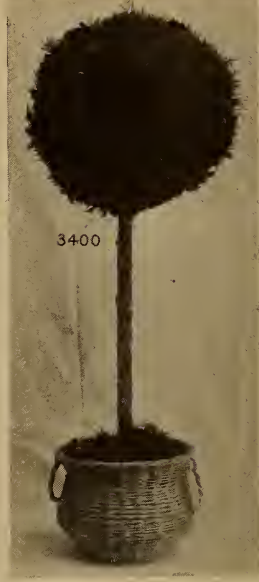
No. 3406. Christmas Tree, made of natural prepared evergreen. Height of tree is 56 inches. Basket in green finish. Tree has velvet poinsettias.
Price, each\$9.00
In lots of 6 or more\$8.00



No. 3424. Velvet Poinsettia on 14-inch stem.
Price, per dozen\$0.75
Per gross 7.50
No. 3426. Velvet Poinsettia on 10-inch stem.
Price, per dozen\$0.35
Per gross 3.50
No. 3428. Clematis with bud on 18-inch stem. Flowers come in red and white frosted or green and white frosted.
Price, per dozen.....\$1.50
Per gross 15.00



No. 3412. Wreath, made of natural prepared evergreen, with velvet poinsettias. Size of wreath 20x20 inches.
Price, each ...\$0.50
Per dozen 4.50



No. 3400. Bay Tree. Is made of natural prepared evergreen. Something new. Baskets in green finish. Tree is four, five and six feet in height.
Price, each\$9.00
In lots of 6 or more..... 8.00
No. 3402. Same as above, made of natural prepared ruscus, in wooden tub.
Price, each\$9.00
In lots of 6 or more..... 8.00



No. 3420. Velvet Poinsettia on 24-inch stem.
Price, per dozen.....\$ 1.50
Per gross 15.00
No. 3422. Velvet Poinsettia on 18-inch stem.
Price, per dozen.....\$ 1.00
Per gross 10.00



No. 3414. Natural Prepared Beech Garland, in green.
Price, per yard.....\$0.25
Per dozen yards..... 2.50
Same as above, extra full, large size.
Price, per yard.....\$0.40
Per dozen yards..... 3.50
No. 3416. Natural Prepared Evergreen Wreathing.
Price, per yard.....\$0.25
Per dozen yards..... 2.50

NOTICE TO DISPLAYMEN: If you are interested in something new in natural prepared material for interior decorations, write us.

Write for our special Christmas Circular

J. F. Gasthoff & Co.

Manufacturers of

Artificial Flowers and Decorative Supplies
Danville, Illinois

Look! Listen!

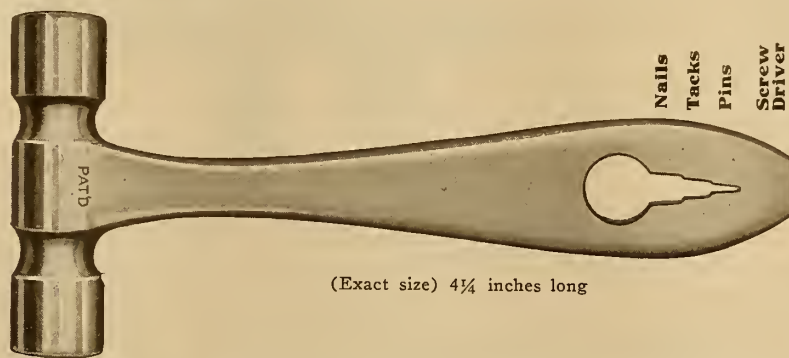
Every Window Display man and Trimmer must use a small hammer in his work. Then why not have the Walters Ideal Pocket Hammer, invented and patented by a display man of many years' experience.

The best little tool for the work ever conceived. Fills every want of the decorator. In the handle is constructed a special arrangement for pulling pins, tacks, nails, and screwdriver attachment, nickel plated and guaranteed.

Its best recommendation is that hundreds of Display Men all over the United States are using Walters Ideal Pocket Hammer in their daily work.

A very useful HOLIDAY GIFT to the display man, or his assistants.

Sent to any address for 75c (postage paid). Send check or P. O. money order to J. M. Walters, Mfr., 220 South Benton Way, Los Angeles, Cal.



(Exact size) 4 1/4 inches long

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company

431 SO. DEARBORN ST.

CHICAGO

DESIGNS FOR THE MERCHANT FOR ALL ADVERTISING PURPOSES

Folders—Letter-Heads—Business Cards—Labels—Calendars—Catalogs—Announcements—Fashion Plates

If you need a design for any purpose I can supply you with just what you want.

THOS. S. MASON, 1293 North St., Springfield, Mass.

Cornell-Wood-Board

Excels for Walls, Ceilings and Partitions
Repairs, Alterations or New Work

For Beautiful backgrounds, dividers and cut-outs, every window-trimmer and store owner will save time, money and labor by using Cornell-Wood-Board. Write today for free samples and full information.

Cornell Wood Products Co. Dept. 1310 173-175 W. Jackson Blvd. Chicago

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW

Book Department. 431 So. Dearborn St., CHICAGO

Pictures of
Artistic Merit

SPECIALIST IN
OIL PAINTINGS
OF

WAR SCENES

After fulfilling their usefulness as a Window Background they are valuable as a permanent historical wall decoration in the store.

HENRY KRATZNER

21 East Van Buren St.

CHICAGO

Air Brush

with pencil grip

WOLD
1918 Type "U"



(EXACT SIZE)

Here Is the Air Brush

That we started out more than twenty-five years ago to design. Now we offer perfection in simplicity of operation and performance. Hold the brush as you would a pen or pencil—just one downward movement of the first finger produces a fine line or a broad spray.

Write for Special Descriptive Circular

The WOLD AIR BRUSH MFG. COMPANY HAYMARKET THEATRE BLDG. Chicago

Notice for Lettering and Drawing Esterbrook Lettering and Drawing Speed Pens

work quickly and smoothly, with clean, sharp line and ample ink flow. They are always ready—a dozen in a neat box keeps you supplied.

The success of these special lettering and drawing speed pens is based on the design of the disc-like nibs and in the ample ink carrying capacity. Store card writers find them a distinct advantage over the brush.

There is never any shortage of supply as there is now of lettering brushes.

Two types of points—round and rectangular. Supplied one dozen in a box—any style or assorted, \$1.00. Special booklet on the practical use of these pens will be mailed to anyone upon request.

ESTERBROOK PEN MFG. COMPANY
90-100 Delaware Ave. Camden N. J., U. S. A.

SPECIAL NOTICE Government Request

**Buy your window decorations right now
for Christmas and the Holidays.**

The display showing will be earlier this year. Our special folder B-3 with newest designs in Cut-outs, Settings and Backgrounds is ready, send for it today.



This setting, size 7 ft. high, 9 ft. wide, complete \$25.00
Place order at once for prompt delivery.

MODERN ART STUDIOS
431 N. Clark St., Chicago

MAKE YOUR SHOW WINDOWS PAY YOUR RENT



Thru Good
Window
Display—
Our Line of
Wood Display
Fixtures Will
Help You

MANY SALES ARE MADE ON THE SIDEWALK
Catalog on Request

THE OSCAR ONKEN CO., 3742 W. 4th St., CINCINNATI, O., U.S.A.

ENDORSED BY ALL LEADING STORES



*All Broken
Fingers Gone*

Use "Over Night" wax cement—joints solid as welded iron. Tube \$1.00. Money to accompany order.

Our wax figure repair and refinishing department produces the most artistic work achieved in this line; mareel waved hairdressing only.

JULIUS BLUMENTHAL
166 North State Street Chicago, Ill.

Want, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED—Window Decorators and Card Writers. We know of excellent positions open from time to time. Write us in confidence. Boyd System, Washington, D. C.

HELP WANTED—Experienced Window Trimmer as assistant. Good, steady position and good future for competent man. Class 3 or 4 draft man preferred. Apply L. S. Donaldson Company, Minneapolis.

SHOW CARD WRITERS
Permanent position in the biggest
Studio in the world.
THE BINGER COMPANY
53 West 23rd St., N. Y. City.

POSITION WANTED—A position as Display, Advertising and Card Writer. Have been with present firm five years in men's wear and department store work. Good reason for changing. Address Box 335, MERCHANTS RECORD AND SHOW WINDOW.

POSITION WANTED—Competent, up to date Display Manager, now and for the last 15 years connected with one of the South's largest Department Stores, wants to make change on account of wife's health. Not in draft. Address Box 336, c/o MERCHANTS RECORD AND SHOW WINDOW, 431 South Dearborn street, Chicago.

FOR SALE—Four paintings (in color) from Mother Goose Rhymes, by high class artist. Designed for Xmas show window panels. Subjects: "Old King Cole," "Wee Willie Winkle," "A Crooked Man," "Old Mother Goose." Size average 9x4 feet longwise. Will dispose of very reasonable. Address J. R. Patton, 2425 North Delaware, Indianapolis.

POSITION WANTED—Energetic, conscientious Display Man and Card Writer desires to connect with progressive department store or ready to wear—North or Central West. Seventeen years with present firm. Age 39, married, class 4. Salary, \$55.00. Best of references. Address Box 338, MERCHANTS RECORD AND SHOW WINDOW.

ATTENTION—Window Trimmers—Salesmen—Store Managers—
"The Statue of Liberty," 19 inches high, full figure; wired and unwired. Prices: Colored, wired, \$2.50 each; not wired, colored, \$2.25; plain white, wired, \$2.25; not wired, white, \$2.00. The best window attraction. Write today. Address Frank W. Schmidtke & Co., 3559 Medill avenue, Chicago, Ill.

FOR SALE—Air brush, complete with pump, tank, gauge, rubber tubing, and three pints special ink—green, blue and red, instruction book on air brush and show card writing. Entire outfit in first class condition. Worth \$40.00, will sell for \$22.00. Reason for selling, owner drafted. Address Box 337, c/o MERCHANTS RECORD AND SHOW WINDOW.

COMBINATION MEN WANTED—From everywhere comes the call! Display men may greatly increase their earnings in new positions or in their present places by learning the advertising game. Combination men getting scarce and commanding high salaries. You can easily qualify by my new plan of training without leaving work. If you are already doing advertising work I can increase your efficiency and earnings. Do yourself the justice of finding out. Just write A. B. Russell, P. O. Box 923, Colorado Springs, Colo.



\$8.50 FOR AN AIR BRUSH

That Meets Every Requirement

Practical Air Brushes—are used by all leading Cardwriters, Display Managers and sign shops, as well as many others, because they are Practical

Order yours today.

ECONOMY MFG. CO., 4755-57 London Avenue, CHICAGO, ILL.

Our Catalog of Card Writing Supplies with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

327-329 SO. CLARK STREET CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

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WOMEN Learn Show Card Writing

Now is your big opportunity to get into this interesting, profitable and fascinating business. Department stores, clothiers, movies, in fact merchants in every line must have women card writers to take the place of the men who have joined the service.

EARN \$22.00 TO \$48.00 WEEKLY

Thousands of show-cards used daily. Work is done quickly and easily. We teach you this profession in a very short time. Our students more than pay for their course while learning. Successful graduates in all parts of the world. You get my training without leaving your present position.

Write for new literature. FREE outfit offer, testimonials, etc. A Post-card will do. Don't delay. Act quickly.

Address: **Detroit School of Lettering**
DETROIT Established 1899 MICH.
Oldest and largest school of its kind in the world



Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690

LET YOUR NEXT FLORAL DECORATIONS

BEAR THIS LABEL
"Nature's Rival"

The exquisite thrift line combining Beauty, Quality and reasonable cost, is shown each season in your locality. Let us know if you are interested and our representative will call. If unable to reach you we will send samples.

WM. BUHRIG CO.

E. C. DIETZ, Owner
Established 1899

219 E. 34th St. New York City

Yanks' Trench Helmet

An exact reproduction in PAPIER MACHE of the real article



Painted in olive green.

Price, \$5.00 Dozen
\$50.00 Gross

Sell readily for a dollar each over the counter. Order early.

Send for our newest special circular on Patriotic Display articles, suitable for show window, interior and outdoor displays.

**AMERICAN ART PAPIER
MACHE WKS.**

6311 North Clark Street
CHICAGO



A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO

THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. \$1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD

Dept. M. R., COLUMBUS, OHIO

USE OUR "RELIABLE SECONDS" IN SHOWCARD BOARDS (WHITE AND COLORED) AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
INCORPORATED

Largest Exclusive Dealers in
Reliable Seconds in Cardboards

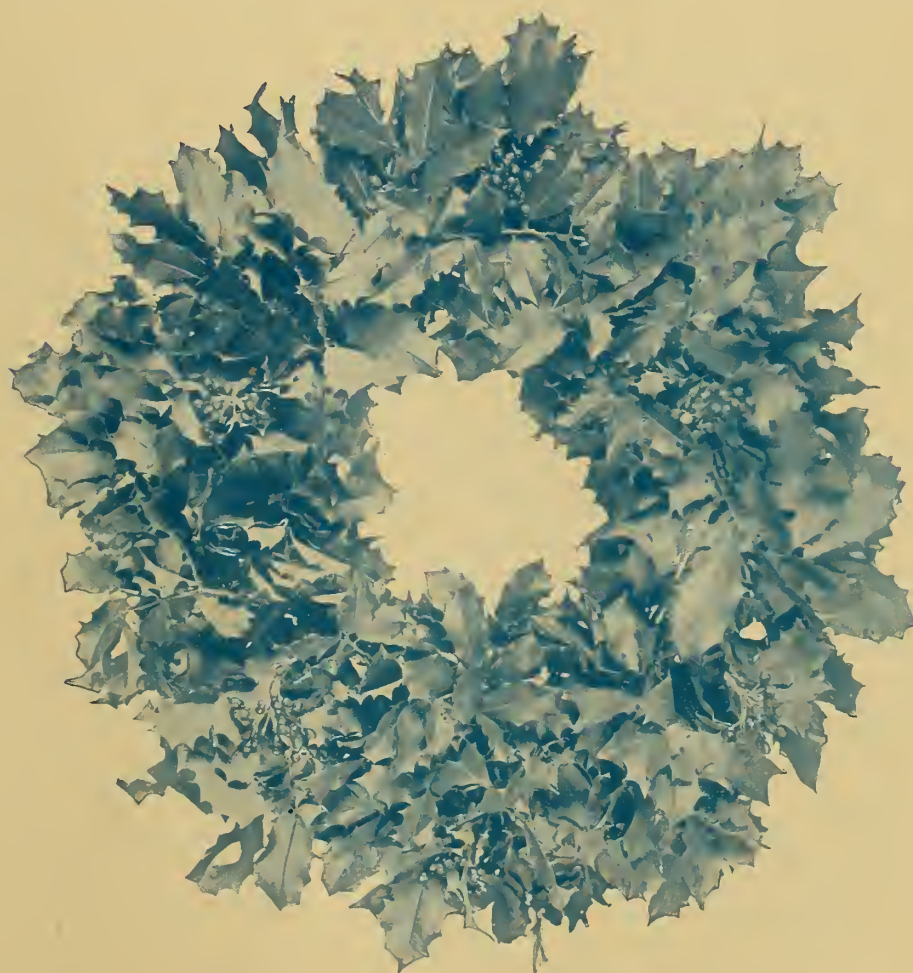
PRINTERS BUILDING

CHICAGO

CHRISTMAS

The Council of National Defense requests you to
place your orders early.

SEND FOR XMAS CATALOG NO. 510



HOLLY WREATHS Many styles
to select from.
10c each to \$10.00 each. *Something entirely new.*

PATRIOTIC WREATHS AND GARLANDS—
Red, white, blue—made of natural prepared fireproof
Oak, Ruscus, or Princess Pine.

VERY NOVEL AND EFFECTIVE. SAMPLES ON REQUEST.

FRANK NETSCHERT

ARTIFICIAL FLOWERS AND NATURAL PREPARED FOLIAGE

Phone
Barclay 6410-6411

61 Barclay St.
NEW YORK

F. G. SCHMEHL
Manager



VALANCES add the final touch of individuality and effectiveness so necessary to present day store fronts. ¶ We plan and execute window draperies in designs and colors especially suitable for *your* requirements and at prices you can well afford to pay.

Mail us rough sketch of your windows with all measurements (including height from sidewalk to transom bar) and we will forward our Folder of Valance Designs (in actual colors) with suggestions and prices. ¶ There is no charge or obligation.



No. 6500 Military Form

A new and perfect model for close fitting, smartly set up, garments of military cut. Note, too, the attractive display plateaux and shoe fixtures used in this display—they are of Adam design in effective two-tone finishes. Ask for photo illustrations of other Unit Displays. We will mail them without charge.

Curtis-Leger Fixture Co.
237 West Jackson Boulevard Chicago

*Merchants Record
and Show Window
November 1918*



J. C. BODINE.

PERIOD DESIGNS IN DISPLAY EQUIPMENT OUR SPECIALTY



Manufacturers, Designers and Builders

THE BARLOW-KIMNET CO.

Display and Show Rooms

724 Broadway N. Y.

FACTORY

Holyoke, Mass.

BOSTON OFFICE

52 Chauncey St.

F. W. RICE, Rep.

DETROIT OFFICE

78 Wash. Blvd.

R. J. BENNING, Rep.

Compo-Board

Study carefully the details of the design on the cover of this month's issue of *Merchants Record and Show Window*. Here is a background that is comparatively simple to execute provided you have a supply of Compo-Board, to the surface of which you can glue a very good paper imitation of walnut or other wood.

Compo-Board is built with kiln-dried wood slats as a foundation. It comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about Compo-Board. Send for sample of Compo-Board and copy of this book, it's free.



No other material quite as good for making cut-outs as Compo-Board

Compo-Board Company

1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLIII

NUMBER 5

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Make Buyers Out of Passersby

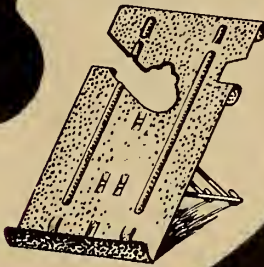
Hugh Lyons fixtures and forms are built by master craftsmen—built to aid you in building up sales—to attract buyers inside your store.

Hugh Lyons fixtures are found in the better class of stores—increasing the volume of business, too—because they are the work of men who thoroughly understand the value of attracting attention.

Let us send you our catalogs showing our complete line of fixtures and wax and papier mache forms. Our supplementary catalogs containing our period designs will be mailed to you upon request.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
 NEW YORK SALESROOM 35 W. 32nd. STREET CHICAGO SALESROOM 234 S. FRANKLIN ST.

WHAT DOES THE "LEON ATTACHMENT" DO?



We cannot even hint at the thousands of uses it has in the Show Window, making your old fixtures up-to-date and making your new fixtures more versatile and adapting them to the showing of any line of merchandise.

IT TAKES A BOOK TO TELL THE STORY

and the purpose of this advertisement is to ask you to write for this book illustrated with hundreds of detail drawings and window displays that will show you what this wonderful fixture attachment will do for you.

We have just sold the McAllister chain of stores an order that puts the Leon Attachment in every one of their retail establishments.

Write Today for Book

MORRIS LEON MFG. CO.

220 W. Superior Street

CHICAGO

The Flyer

for Speed, Steep Grades
and Easy Operation



This neat Bracket adds to the looks of store. Does not detract as all other Wire-Line Carriers do. THE FLYER has a *positive* automatic action which makes it absolutely sure to reach its destination *every time*. Can be fastened to high or low shelving or high show case, as it has only a single fine wire for each station.

BALDWIN FLYER Cash and Package Carriers

give your store that refinement of prompt service with quiet dispatch of cash and goods to a central desk that pleases customers and helps you to sell more goods.

The BALDWIN SYSTEM

insures a double checking of each transaction, and with its one receiving station, eliminates expense of extra cashiers, inspectors, etc., while giving the quickest possible service, and preventing costly errors.

Our Up-Shoot and Over-Shoot Cash Carriers operate between floors and reach difficult points in your store without expense for power. Get quick action in your Store Service at the least expense.

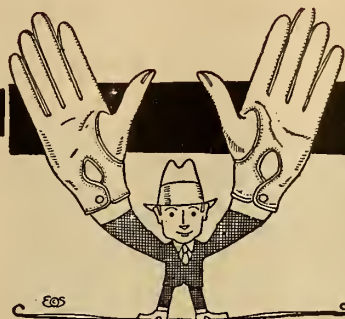


No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

Write Today for Your Copy of our Catalog

**James L. Baldwin
and Co.**

352 W. Madison Street, Chicago



STOP!

For a Minute and Write Us
for Details of a

Big, New Selling Plan for Retail Stores

—which has just been incorporated into our Service, furnished exclusively to one store in a town.

The plan is NEW. It embraces immediate deliveries of the right sort of merchandise, and makes it possible for you to advertise this merchandise more effectively than ever.

We consider this the biggest idea introduced into retail merchandising for many years!

Full details free upon request.
Send the coupon NOW!

The Economy Service
231 West 39 St. New York

Send to us at once, free of charge or obligation, full details of your new selling-plan for retail stores.

MR



Children's Wax Figures

Our latest catalog offers you
the finest and biggest selection
of Children's Wax Figures,
at reasonable prices.

Write for Catalog Today

FRENCH WAX FIGURE CO.

70 W. Water Street
MILWAUKEE, WIS.

BRANCH OFFICES

822 MEDINAH BLDG.
CHICAGO, ILL.

202 E. FOURTH STREET
LOS ANGELES, CAL.

15 W. NINTH STREET
KANSAS CITY, MO.

Goodform
TRADE MARK

Whenever you get window fixtures
insist on the kind. The **Goodform**
name stamped on the bottom insures
service and that certain refinement
which means so
much as a selling
power in your
windows.

Our Book of Trims
will be of service
to you.

Yours for the asking.



HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.

For
Christmas Windows
use **Velour Papers**

Or one of the many appropriate
fancy papers with designs of
poinsettia, holly or other season-
able motifs.

They are splendid for back-
grounds, borders, screens or
general decorations.

Sample Booklets on Request.

Write today and order early to
insure delivery.

DOTY & SCRIMGEOUR
SALES CO., INC.

74 Duane St.
New York City

For Your Holiday Decorations Use Our Natural Evergreens

"There is nothing that can improve on nature." Nothing will be more attractive and admired by your customers and pleasing to yourself than our nature's Decoratives used in your Holiday Decorations.



Best Equipped, Largest and Quickest Shippers in the South

SOUTHERN WILD SMILAX

Our Southern Smilax is without a doubt the most beautiful decorative vine known. Lasts long time in decoration. Nothing more elaborate for decorating Stores, Show Windows, Halls and Churches than our beautiful Southern Smilax. Packed in five size cases. In ordering, please specify case number.

Case No. 1—Covers 600 square feet wall space.....	\$4.50
Case No. 2—Covers 400 square feet wall space.....	3.50
Case No. 3—Covers 300 square feet wall space.....	3.00
Case No. 4—Covers 200 square feet wall space.....	2.00
Case No. 5—Covers 100 square feet wall space.....	1.00

MAGNOLIA FOLIAGE

Dark glossy foliage. Beautiful and attractive. Branches fine for decorating Show Windows and interior. Put up in same size cases as Wild Smilax and at same price.

LONG NEEDLE PINES

Large dark glossy needles. Very attractive. Fine for window decoration. Our Needle Pines are very hardy and will stand any amount of rough handling, and yet

retain their color and freshness. If you are also looking for something for profit, try them—good sellers for house and church decorations.

2 feet high. Per dozen.....	\$1.25	Per 100.....	\$ 6.00
3 feet high. Per dozen.....	1.50	Per 100.....	8.00
4 feet high. Per dozen.....	1.75	Per 100.....	10.00
5 feet high. Per dozen.....	3.00	Per 100.....	20.00

Chamaerop Palm Crowns, medium, per dozen, \$2.00; large, per dozen\$3.00

Chamaerop Palm Leaves, per 100..... 2.00

Sabal Palm Leaves, per 100..... 3.00

Southern Gray Moss. Fine for lining Windows and interior festooning, per sack of 25 pounds..... 3.00

Mistletoe, well berried, per bushel box, \$2.00. Per barrel 5.00

Holly. Good foliage, well berried, standard 2x2x4 foot cases, \$3.50. Half case..... 2.00

Our greens are shipped in light veneered shipping cases. Special low express rates. We ship only by **Express**.

Wire or mail your orders TODAY

Chattahoochee Floral Co., Hatcher Station, Ga.

Patriotic Display

The leading window attraction that adds effectiveness to any window display in these times. We have Statue of Liberty and three designs as follows:



Papier-Mache.

The most attractive window display ever put on the market.

Electric wired. Height of large size from base to extreme top, 3 feet and 4 inches. Made of Papier Mache.

Bronze finish, each....\$7.50
Gold finish, each..... 7.50
White finish, each..... 6.00

Plaster of Paris.

Electric wired. Is an exact reproduction of our famous Statue of Liberty in New York harbor. Small size, 19 inches high.

White, each\$2.00
Bronze, each 2.50
Gilt, each 2.50

Cut-Out.

Cut out and air-brushed with stand. Height, 44 inches. Wiring for electric light can easily be put in back of statue. Each.....\$3.00



Santa Claus Faces

Like illustration. Painted in life-like colors. For windows and interior decorating, in connection with Beech, Holly and Poinsettias.

	Each	Doz.
Face, 12 inches high.....	\$0.80	\$ 8.00
Face, 18 inches high.....	1.75	17.50
Face, 22 inches high.....	2.00	20.00

Christmas Decorations

	Each	Doz.		Doz.	Gro.
No.637 Holly Spray, 3 green leaves and 3 red berries	\$0.35	\$ 3.50	No.257 Poinsettia Vine of 3 sateen flowers and 10 leaves, one yard long.....	\$2.75	\$27.50
No.648 Poinsettia Vine, 3 fine sateen flowers, 12 red veined leaves, one yard long.	.40	4.00	No.6051 Poinsettia, Our Leader, a beautiful flower made of ten velvet petals and three leaves 22 inches high	1.50	15.00
No.651 Holly Spray, 9 green leaves and 9 red berries90	9.00			

Baumann's Art Panels for Window Backgrounds

These art panels are exact, full size reproductions from originals made by celebrated artists. By a strictly new process these designs are transferred to paper, but lose none of their original effectiveness. The great variety of subjects covered may be indicated by the following:

"The Fawn," "The Nymph," "Lombardy Tapestry," "The Mountain Stream," "In the Gloaming," "The Shore," "Le Matin," "Garden of the Gods," "Twilight," "Pocahontas," "The Hunt," "The Forest."

These and many other subjects are fully described and illustrated in colors in our special catalogue. It will be worth much to you to possess a copy of this catalogue, and costs you nothing. Send for a copy.

Let the Cover Design of This Issue Be Your Inspiration.

The designs as briefly described above are just what you need for working out the background suggestions which appear monthly in colors on the cover of this magazine.

L. BAUMANN & COMPANY

Leading Importers and Manufacturers

357-359 W. Chicago Ave.

CHICAGO

THE DECORATORS SUPPLY CO.

Archer Ave. and Leo St.

CHICAGO, ILL.

Send for our latest catalogue showing a complete line of period fixtures and backgrounds.

Our Specialty is Service



Classic Pedestal



Send us sizes of your windows and we will furnish you with sketch showing proper sizes and layouts of fixtures suitable for your windows



Adam Collar Stands

For Immediate Delivery



No. 125

New design shirt-waist form; upper section in washable flesh tint enamel, mounted on Empire design wood base, having wood relief ornaments. Finished in silver or gold. Ask us for full particulars, including prices—all very interesting.

WOOD and METAL DISPLAY FIXTURES
To see our line of original designs creates a desire to own. Best looking, most practical. Prices moderate.

Let us send you our newest Catalog No. 9.

Superior Brass & Fixture Co.
316-318 W. Jackson Blvd., Chicago, Ill.

"JOLLY-O"

The
AMERICAN

Great
MASCOT



Brings Luck and Joy
To Your Soldier Boy

Send Him One—
Wear One Yourself

"JOLLY-O"

Department stores will recognize this as a very good resale number. Made of cotton floss with string attached for button-hole. 2 3/4" high. \$21.00 per gross or \$2.50 per dozen. Display card furnished with orders of one gross or more. Put a few on your Novelty Counter and watch them go.

The Botanical Decorating Co.
208 W. Adams St., CHICAGO, ILL.

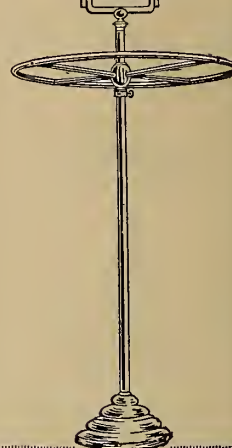
Send for our Christmas catalog in colors of artificial flowers and store decorations



No. 2500—Plain cream body. 18 in. deep. Part of design edged in white cording and part in brown cording, as indicated in illustration. Per yard, \$2.50.
No. 2505—Plain cream body...17 in. deep...Applique mounted on cable netting Insert, edged with white cording; bullion fringe. Per yard, \$2.75.



CARD HOLDER



Why wait from 4 to 8 weeks to have your valance orders filled when you can come to us and have your requirements taken care of in one day? We carry 20 styles in stock. Can you match this proposition?

Send for Catalog "E" of valances, forms, wax figures, metal fixtures, racks, hangers, etc.

We also have Catalog "L" of glass and period wood fixtures.

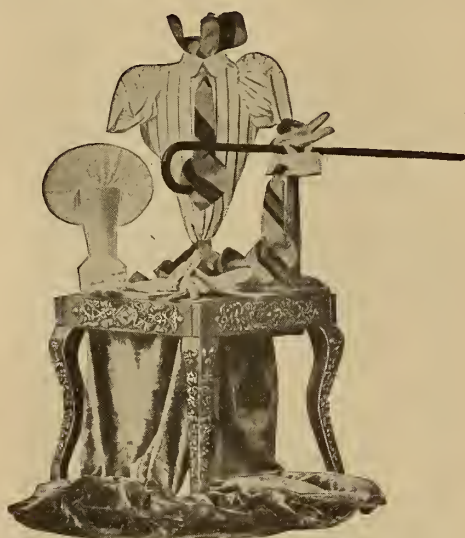
You will find doing business with us pleasant and satisfactory.

Visit our beautiful display room.

THE HECHT FIXTURE CO.

Medinah Bldg., Wells St. and Jackson Boul.

CHICAGO



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service, Inc.

519-521 N. Halsted St.

CHICAGO, ILL.



No. 616

Substantial Fixtures for making Sensible Displays

By confining our efforts to manufacturing and selling the commonplace types of

display fixtures, which are the foundation of good display, we can offer a strong line of goods at unusually attractive prices.

We do not make high novelties, but specialize in regular display needs.



No. 440.

Stands for hat, shoe, neck-wear, belt, collar and tie, shirt, display counter stands, shirt waist forms, costume forms, wax figures

*Write today for our
catalog.*

S.M. MELZER CO.

915 Filbert St.
Philadelphia, Pa.



No. 709.



No. 444.



SCHACK'S

NEW 1918

CHRISTMAS FLOWER BOOK

FILLED FROM COVER TO COVER WITH THE NEWEST AND MOST MODERN DECORATIVES FOR CHRISTMAS DISPLAYS TO BE FOUND ANYWHERE. WILL BE SENT TO YOU FREE, TOGETHER WITH A SPLENDID SUPPLEMENT.

Write for Them Today

The illustrations shown on this page will give you a good idea of what we have prepared in timely and appropriate decorations for this season. All of which are original with Schack. Shown now for the first time.

General Pershing, Relief No. 6012

This beautiful relief of General Pershing is made of the best quality Papier Mache in a fine relief, and can be furnished in antique bronze, or pure white as desired. Size 11x14 inches; 1½-inch relief. Each.....\$1.50

ARTIFICIAL

SNOW

Very Light

in Weight

25c

Per Pound



Santa Claus Border No. 6016

A new and novel decoration that is painted on wall board in bright colors, in length up to eight feet, and 8 inches wide. Per foot25c

USE NEW IDEAS THIS CHRISTMAS

WRITE FOR SHACK'S CHRISTMAS FLOWER BOOK AND SUPPLEMENT TODAY

It contains many illustrations of brand new cut-outs of Santa Claus and Clowns for your toy window and other appropriate Christmas ideas.

THIS BOOK IS FREE—WRITE FOR IT TODAY

Red Cross Relief No. 6011

A beautiful papier mache reproduction with a 1½-inch relief; finished pure white, beautifully shaded, with cross bright red. You will need this in your patriotic display. Size 18 inches high, 17 inches wide. Each \$2.00

Schack Artificial Flower Co.

1739-41 MILWAUKEE AVE., CHICAGO



HESS HOLLY CARDS

Best Designs

Lowest Prices

Prompt Shipment



This is Style 401

A great favorite

Style 401 is done in four colors and a wide range of sizes. It is the best seller ever offered and has maximum lettering space.

Made in all sizes stated in below price list.

Style No. 408

This is a beautiful Santa Claus head in oval with spray of holly and mistletoe. Done in two tones of green, red and black. Cut is six inches wide on 11x14, four on 7x11 and three on 5½x7-inch cards. Made in 11x14, 7x11, 5½x7 landscape and 7x11 and 11x14 upright.

Style No. 416

A beautiful Holly Spray upper left corner, a panel of two candlesticks, basket of fruit and ribbon streamer in lower right corner.

A classy card—done in four colors in only three sizes—11x14, 7x11 and 5½x7 landscape.

General design of style 416 was shown in October issue, this paper.



Prices of Styles 401-408-416 are as follows:

CAUTION — Refer to descriptions above to see the sizes to be had in each design.

Size	11	x14	inch, landscape, per 100, \$4.00; less than 100, \$4.25.	Weight per 100, 17	lbs.
"	7	x11	" " " 2.75; " " " 3.00.	" " " 8½	"
"	5½	x 7	" " " 1.50; " " " 1.75.	" " " 4	"
"	3½	x 5½	" " " 1.25; " " " 1.50.	" " " 2	"
"	2¾	x 4	" " " .75; " " " .90.	" " " 1¼	"
"	7	x11	" " " 2.75; " " " 3.00.	" " " 8½	"

All prices on holly cards are F. O. B. Chicago, and cards are always sent by express or parcel post—never by freight unless specifically ordered.

Orders under \$3.00 should be accompanied by check. 3% ten days.

Sample sheets upon request. See opposite page ad this issue.



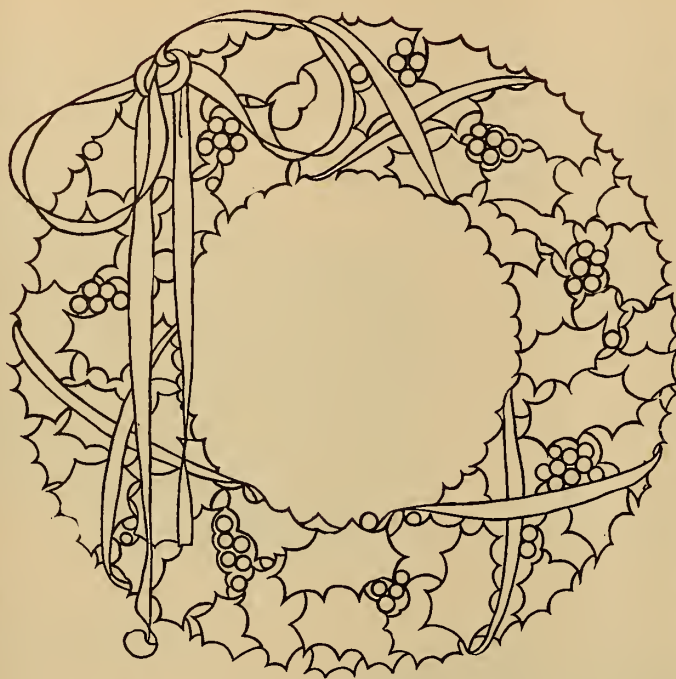
G. WALLACE HESS

1520 North American Building

CHICAGO

Merchants operating chain stores are kindly requested to state if cards are to be re-shipped to other cities.

Hess Cards are not sold to every one who asks for them in the same city.



Late buyers are asked to pick a second choice, as Hess Cards are sold only to one merchant in each town, although price tickets, smallest size, are an exception.

HESS HOLLY CARDS

Always the Best
Don't Delay Order Now



EVERY year I have in reserve what I call a "suppressed design." It is very exclusive—never illustrated nor advertised, and sold only in quantities averaging \$10.00 or more. If my other designs don't appeal to you, maybe the "silent one" will. Made in 11x14, 7x11, 5½x7, 3½x5, and price ticket 1¾x5 inches, all landscape.

Prices average 10 per cent higher than Styles 401, 408 and 416, quoted opposite page this issue.

Can also supply some good hand-colored window signs.



This is Style No. 408—size of key plate used on 5½x7-inch card. It's the best drawing of Santa ever seen on a holly card. Sure to please.

G. WALLACE HESS

1520 North American Building

CHICAGO

For Your Christmas Backgrounds Be Sure to Use

Special Introductory Offer

This offer is for our two new sizes
as follows:

14 sheets, size 36x48 in., \$5

11 sheets, size 36x60 in., \$5

Order one of these packages today and
GIVE **-EZY-BILT-** A TRIAL.

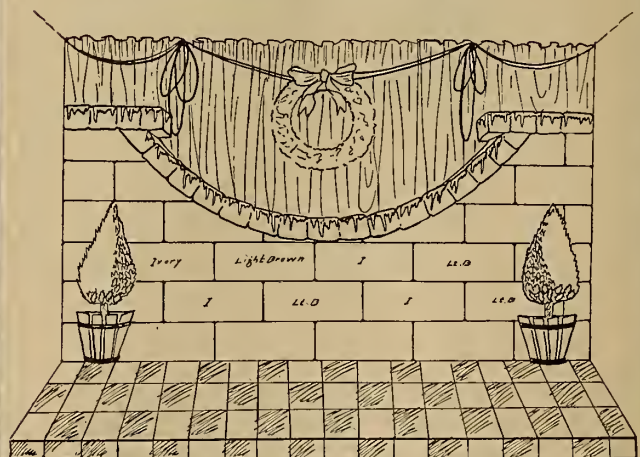


-EZY-BILT- window board is just the material for executing displays illustrated on the left. The background and cut-out are very easily made with the use of **-EZY-BILT-** Window Board.

The illustration below is just a reminder for a

Christmas Background

Suggestions are really the easiest part of the work. Your problems are all solved if you have on hand a supply of **-EZY-BILT-** window board.



-EZY-BILT- Window Board is the ideal material for your holiday background and cut out needs. It possesses greater artistic possibilities, at less cost and a greater saving of time.

-EZY-BILT- requires no frame work, no expensive carpentering. Does not warp, bend, buckle or sag. Cuts with a knife. Unlimited as to its possibilities.

Order Your Supply of **-EZY-BILT-** Window Board at Once

HUNT-CRAWFORD CO.
COSHOCTON, OHIO

To display men to whom we have sent samples and descriptive literature, we especially urge you to try out **EZY-BILT**. Take advantage of special introductory offer above. You cannot regret.

MERCHANTS RECORD and SHOW WINDOW

VOLUME XLIII
NUMBER 5

NOVEMBER, 1918

Single Copies
Thirty-five Cents

Cooperative Service

Despite its obvious advantages it is regarded with little favor by progressive stores—Has small chance of adoption by those who value superior service as a business building factor.



CO-OPERATIVE and contract delivery have been prolific of much discussion during the past few years. Long before the war started merchants and delivery men had begun to think along these lines and considering the rapidity of the times in which we are living, these two forms of store service might aptly be termed old topics of discussion and argument. Some experiments have been made with both co-operative and contract delivery, and there now exist several widely separated places in which some form of joint service is being rendered.

Despite its known merits and despite its theoretical advantages, neither form of service is generally acceptable to the department stores of the country, broadly speaking.

While prophesying is venturesome business nowadays, nevertheless it looks to many of those who have given the subject much time and study as though neither contract nor co-operative delivery will make any substantial progress, as forms of store service, in the immediate future, nor indeed when business ceases to be affected by war conditions. In other words it is the consensus of opinion among those qualified to speak on the subject that these forms of delivery service have already seen their best day. They have "died abornin'" so to speak.

These opinions have been reached with the knowledge well in mind that from an economic point of view, a joint form of delivery has marked advantages over an individualized delivery service. And yet, in spite of this fact, little substantial progress has been made with it by many stores of the country.

When we come to seek the causes of the failure for

the adoption of this apparently good idea, we see first of all that a joint form of delivery service, patronized by competing stores, is contrary to the entire spirit of the department store business. This business was founded and has succeeded because of two things.

- (a) The assortment of merchandise offered.
- (b) The service rendered the customers.

Of these two advantages, the greater, by long odds, was service.

In other words, the merchandise inducements offered were without doubt strong magnets but service of various kinds offered by the department stores was the influence that dominated the customer's mind. Therefore, under the circumstances, we are led to believe that the people of this country (and elsewhere) like and demand service and they will go where they can get that service.

A fundamental part of store service is good delivery, not profligate delivery service and the covering of routes more times a day than actually required, but at least good delivery service. The store that renders adequate service in this respect, and this embraces all the elements of good delivery service, such as promptness, cleanliness, courtesy on the part of the employes and other well known features—the store that renders that kind of service is going to be marked out by the people of any community and it is going to be patronized in proportion to the superiority of its service.

The progressive, big merchants have known this for a long time and they have shaped the policies of their organizations so that superior service would be rendered in every service department of the store.

Now, having learned this lesson and having recognized its inherent value and having had the courage to carry it out, without regard to apparent first cost, why should the successful, broad-minded merchant enter into an agreement with the man of limited business capacity who is perfectly willing to profit by the progressive store's policies? Why should the progressive store neutralize this advantage and come down to the small store's level? It is fundamentally wrong to expect the progressive business man to do this and he will not do it.

On the other hand suppose the advantage gained by superior delivery service was disregarded and suppose the broad-minded merchant did come down to the level of the little fellow in this respect, why would it not be logical to carry out this same system of equalization in all other forms of service?

For example, a corps of buyers could be formed to buy all the merchandise for a given city or for a given state and a lot of money could be saved both in salaries and in prices on account of quantity purchases. Or a force of display men could be organized under a directing head to put in all the displays in a given city. Unquestionably money could be saved in this way and the displays on the average would improve. In fact there are a dozen different forms of store service which could be operated along communistic lines and which have a theoretical advantage. But in all of these forms of joint service, the spirit of competition is eliminated. In none of them does the executive or employe have an opportunity to show his originality, his individuality and his ability.

What is true of one form of store service is true of another. The delivery service expresses the policies of the firm just as much as do the newspaper ads or the window displays. If the service is poor it is a reflection on the store and it injures the business. If it is good it helps to make the store prosperous.

If you eliminate competition in delivery you weaken the strong store and you strengthen the weak store.

Abnormal events, such as a world war, may temporarily necessitate the subordination of these principles but they are fundamental and must eventually prevail.

Assuming that the progressive merchants were willing to subordinate the advantages of individualized delivery to the advantages of co-operative delivery, let us see if the theory of the advantages of co-operative delivery would really be substantiated. In planning a co-operative delivery service for a number of stores, it is always admitted that one of the fundamental elements of a successful service is that the manage-

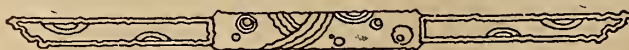
ment of the service shall be such that all stores are to be treated with equal consideration in the collection and delivery of the packages. No one store shall be given preference over any other store. The executive head of the service and all the employes are to treat all those using the service with entire equality.

Unquestionably there are places where this theory might become operative and the proof of this is that services are being rendered on this basis. But it is exceedingly doubtful if it could be carried out in practice in every city. To do so would imply a higher standard of business ethics than has heretofore been attainable. It is one of those plans which are apparently feasible but extremely difficult of accomplishment.

A short time ago one of the big retail merchants of this country, a man who easily would be classed among the first ten, said to the writer, "This store will not enter into any mutual agreement of any sort whatsoever with the other stores of this city. This unalterable decision has been arrived at only after several past experiences of this sort. In our history we have entered into agreements with other stores all of which were intended to benefit either the public or our employes. Without exception we have found that some store has taken advantage of the agreement to gain some benefit for themselves to our disadvantage. Hereafter, as long as we are permitted to exercise our own judgment, we will conduct this business as we think it should be conducted."

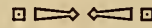
This attitude reflects the opinions of a great many other merchants. They believe that their own initiative is responsible for the success of their business and while from time to time there may be theoretical advantages in various forms of co-operation, it is regarded as preferable to continue to act with perfect independence. Individual delivery may apparently cost more, may cost more labor, may give the store more trouble, but it is an expression of the store's individuality and will continue to be used by those merchants who are confident of their own ability to solve the numerous complex problems which are characteristic of every business.

Co-operative or contract delivery may and undoubtedly will continue in certain places, it may be installed in some places where individual delivery now is carried on, it may be abandoned in some cities where it now exists, but speaking broadly and for the large part of the country, neither co-operative nor contract delivery will gain much more headway as long as store service continues to be a measure of the store's ability to serve the community.



Outfitting the Modern Store

Seventh of a series of articles on the subject of store outfitting and arrangement — Showing how the modern store is equipped in the most up-to-date manner—
Newcomber's Drug Store, Toledo, Ohio.



By Geo. F. Cooper

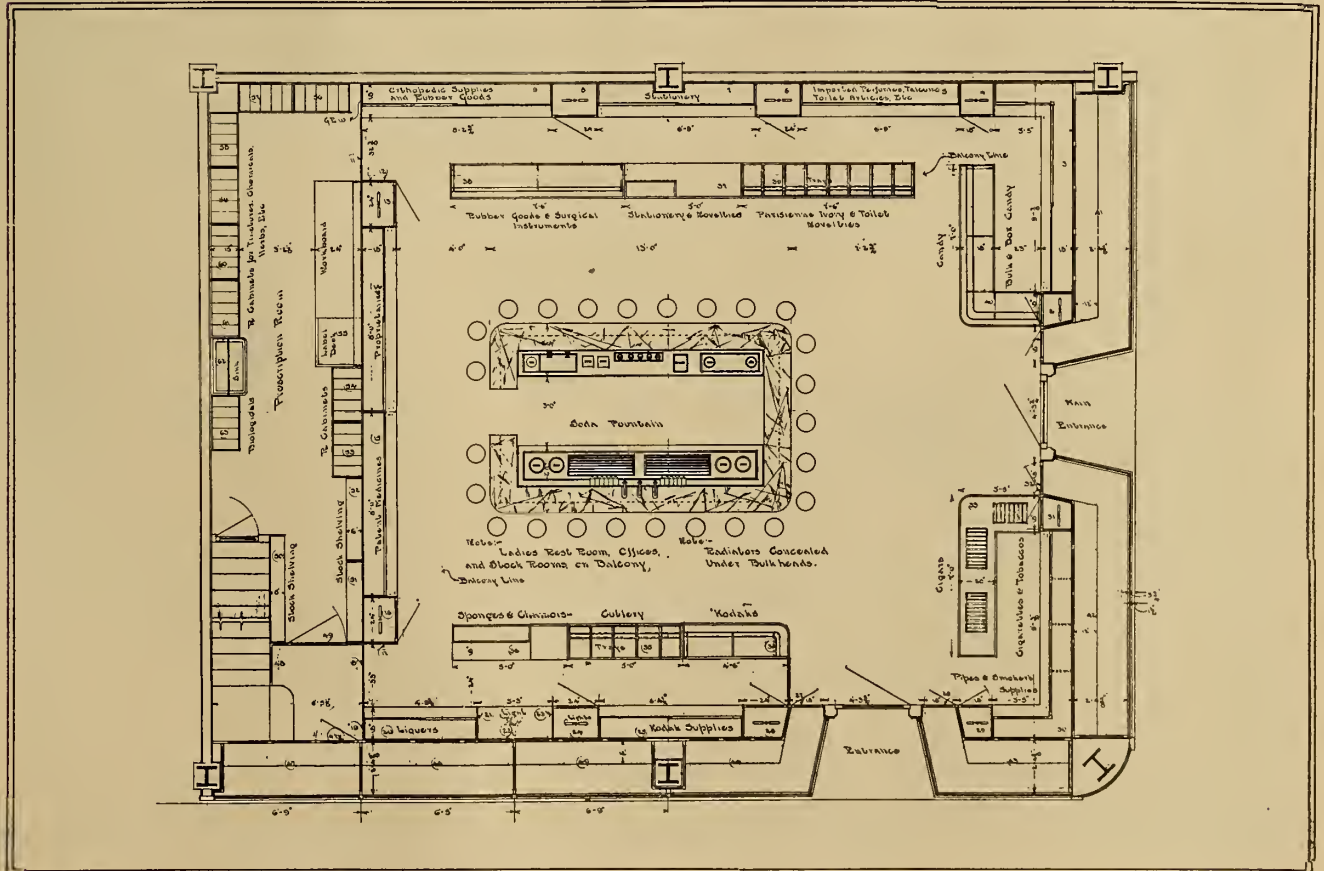
NEWCOMER'S Drug Store, Toledo, Ohio, the subject of this month's article on "Outfitting the Modern Store," is a splendid example of ideal arrangement and proper selection of drug store fixtures. Nowhere in Ohio can a more commodious and pleasant drug store be found.

The size of this room is about thirty by forty feet with show windows extending across one thirty-foot wall and across one forty-foot wall. These spacious show windows have inlaid floors, mahogany backs with handsome shelf display features, and a mahogany roof at a point even with the transom bar. The show windows are twenty-seven inches deep with entrances gained by doors leading through fixtures where neces-

sary. The long stretch of window space on the forty-foot side is divided into four separate units. This arrangement is so made to allow the individualization of display.

The entire store is beautifully fitted with genuine mahogany fixtures and the woodwork is inlaid with a modest design worked out with ebony and holly wood. The floor is tiled.

At the right as one enters the store is the entrance to the candy department. The wall cases used here are fitted with plate glass shelves and frameless glass doors. This wall extends up to the underside of the balcony which is about eleven feet high, and the balcony extends around the entire room at this height. The



FLOOR PLAN OF DRUG FIXTURES OF NEWCOMBER'S DRUG STORE, TOLEDO, OHIO.



CANDY DEPARTMENT, NEWCOMBER'S, TOLEDO, OHIO.

wall cases under the balcony are stacked three sections high, consisting of base, middle and top compartments. The top section is available by the use of rolling ladder as shown in illustration Number 2. An L-shaped plate glass show case is used in front of the wall cases in the candy department shown in Illustration Number 1.

The section carrying imported perfumes, talcums, toilet waters, et cetera, adjoins the candy department, and immediately adjoining the former is a section for stationery. Adjoining the stationery section is the rubber goods department. This entire wall is best shown in Illustration Number 3 which presents wall cases and show cases in front, together with wrapping station and cash register location on this side of the store.

The rear partition which separates the prescription department from the store proper is fitted with drawers in the base, each drawer containing a removable or adjustable division. The upper section is equipped with plate shelves and frameless plate doors for general sales purposes and display. At each end of this rear case is an entrance to the prescription department, while one of the entrances also leads to a stairway



KODAK GOODS, CUTLERY AND SPECIALTY SECTION.

leading to the balcony at the rear of the store where the offices and stock spaces are located.

The prescription room is fitted with tincture drawers on the wall, each drawer being arranged so it has adjustable divisions, et cetera, and when pulled out will bring all the bottles to an accessible position. This is so on account of the drawer side being on one side of the drawer only. It also has a workboard with opalite tile mixing boards, label desks and poison cabinets. A refrigerator for toxines, and a white enamelled sink complete the prescription room fixtures.

The left side of the store on entering is used for kodak goods, cutlery and specialties. A good view of this side is given in Illustration Number 2, which shows wall-case work, show cases and wrapping station with cash register location.

The cigar department is located between the two street entrances, a good view of this department be-



VIEW OF TOILET ARTICLES DEPARTMENT.

ing presented in Illustration Number 4. The base of each wall case and show case is fitted with humidior bottom and the doors are refrigerator style fitted with heavy hardware. The reserve stock and display is taken care of by the top section under the balcony, this section being equipped with frameless plate doors.

This department is so located as to catch the man in a hurry. It is located at a transfer corner and men can come in one door and out the other with great convenience.

In the center of the room and in the form of a hollow square is a soda fountain capable of seating over twenty-five people.

All floor show cases in this store have verde antique marble bases eight inches high and then six inches of mahogany with inlay work making the total height of base fourteen inches. The show cases have a Padouk wood frame of very narrow construction, the wood having the appearance of mahogany and the strength of ebony. The radiators in the store are concealed un-



CIGAR AND TOBACCO DEPARTMENT.



VIEW OF SODA FOUNTAIN.

der the windows as may be noted in Illustration Number 4. This arrangement does away with the utilization of valuable floor space.

Alcove cases, each about twenty-four inches wide are fitted with leaded glass doors, and electric lights are arranged in the wall work at regular intervals and greatly add to the beauty of the general lay-out. The

balcony running around the entire room makes a perfect balance and reserve stock is kept in the cases on top of this balcony.

This room is designed to handle trade with the greatest possible convenience and it has a record of having made over seven thousand sales in a single day—a fine record for a store thirty by forty feet.



I. A. D. M. CONTEST—LIMIT CLASS 30—1ST PRIZE, LAWRENCE HOOD, MANSFIELD, OHIO.



Soliciting New Furniture Business

Furniture retailer constantly confronted with question as to what methods to follow in soliciting new business—This should be done through a carefully prepared system of advertising—Four ways of writing advertising copy.

By W. Clement Moore

THE furniture retailer who is at all progressive is being constantly confronted with the question as to what methods would be best for him to follow in building his business and securing new trade. Without a doubt this must be done through a system of advertising or solicitation which will net a profit—or in other words the cost of securing the business must not be considerably greater than the possible profits which will result.

Of course, it is not always possible to estimate anywhere near what the possible profits from new business will be in the course of a year, but it is possible to put a least conservative estimate on a new customer's business, based upon the business secured from other customers in similar circumstances. It is not supposed that this estimate shall serve for anything more than a guide against spending too much money in any one form of advertising, general publicity or other form of solicitation.

As an example, we will suppose that you already have on your books fifty mill workers and you find the total number have spent an average of \$20 each with you—it seems that if you are able to add fifty more workers employed in the same mill to your list of customers, you ought to be safe in estimating that you will average at least \$10 each from them during the coming year, and if your profit ranges from 20 per cent to 25 per cent on sales you might figure 5 per cent of that sum for advertising and soliciting. Of course your estimate might safely be much larger, depending upon the line of goods you carry.

The proper method of determining results from a retail advertising campaign, therefore, is not to figure the increased sum in your money drawer at the end of each day or week of your campaign, but to count the "new purchasing noses" that appear over your counter after your campaign has started. Make a list of these, especially those whom you will have a chance to hold as regular customers provided they are satisfied and you give them good service. Three or four such added to a small business weekly will pay handsomely. Of course, in a very large business, it will be difficult for you to determine these things, but all

retailers in towns of 10,000 or less will be able to do so.

But now comes the "HOW" of getting this new custom.

It is not the scarcity of plans that confronts us, but rather the multiplicity of them and the ability to select those which will best suit our finances, surrounding conditions.

The first plan, is that of personal solicitation or representatives sent once or twice a year into the homes of your neighborhood. These should be the best examples of gentlemanliness and good breeding that you can secure for the amount of salary you can afford to pay. These men are not to be sent out for the purpose of making direct sales, but rather to create an interest in your store in general and in some certain line or lines in particular. You might have them simply approach housewives with the question as to whether there is any article of furniture which she has contemplated purchasing. If there should be none, he might then ask if she has a kitchen cabinet, a Victrola, a buffet, or whatever you might decide to specialize on—then after simply making the good qualities of the article which he is featuring, he should leave some of your general advertising matter and also one of the maker's folders or circulars of the particular article which he has just described.

He might ask if the lady would like one of them sent but in no instance should he *insist* on an order, nor should you begin to look for orders from his work for at least ten days to two weeks after he starts out. Then if he is of the right character, sales should begin and continue to grow each week.

Of course you should supply such a representative with business cards and plenty of good, convincing advertising matter. If a gentleman cannot be secured for this work, a lady who is not a gossip ought to be quite as successful.

The newspaper is another means of building up this new custom—but in newspaper advertising there are many points of great value which will materially affect results, and every retailer should become familiar with them.



I. A. D. M. CONTEST—LIMIT CLASS 27—1ST PRIZE, E. P. LAVIN, ORLANDO, FLA.

For instance, there are four distinct ways to write advertising copy which will be snappy, attractive and profitable. The method of merely stating what you have to offer the public, which is the plan used by many retailers who do not have experts prepare their copy, will not answer.

I would suggest that you use either Newsy Advertisements, Comic Ads, Bargain Ads or Special Ads.

Either of the above may be prepared in a manner which will be sure to attract and hold attention.

Briefly explaining each of them, the Newsy advertisement may contain simply an important squib of news as a headline or a brief comment on some important news item featured in another part of the paper, or it may be a complete news article if your space is large. For instance in the matter of a small space we will suppose that your local library has just received a large collection of books, then you could select as a headline

"They Say That New Books Have
Just Been Received at The Library.

That's fine—but it reminds us of the fact that perhaps **YOU** might be interested in the handsome Book Cases which we have **FOR YOUR BOOKS**, etc., etc.

The Comic advertisement might consist of a series of plate comics which your publisher can buy for you very cheap. They are small illustrated comics and could be set in one corner of your ad with your comment on them to start your ad. Your local publisher can furnish you with a whole sheet of twenty or thirty proofs so you can figure ahead. Of course, original and perfectly clean jokes and comic sketches will also do. They should be run in series form and never more than a dozen of them before you make a change to the news ad or some other form.

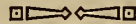
The other two forms of ads may be found in any large city daily where retailers are featuring certain specials and bargains.

Study these different forms of advertising and then prepare your copy along carefully planned out methods. You will find it very profitable.



Notes from New York

Retail stores respond splendidly to Fourth Liberty Loan Campaign—Photographs of displays to be shown on screen to American soldiers in France—Necessity of early Christmas shopping now being featured in all store advertising—Plans made for United War Work Campaign.



By F. F. Purdy

THE photographs of the fine windows shown by the New York department stores during the first week or fortnight of the campaign of the Fourth Liberty Loan have been sent over to the other side and will be shown on the screen to the American soldiers as an exhibit of what is being done in their country. Surely our soldiers and sailors who were in town when Fifth avenue was in its glory as "The Avenue of the Allies," beginning at the Altar of Liberty at Madison Square, received an inspiration. Starting from up near Fifty-ninth street, ranging in alphabetical order, each block on the avenue was given over to the flags of one nation, clear down to Twenty-Eighth street, one nation to a block. At the Altar of Liberty the exercises each day were in honor of one of the allied nations, and the chief speaker a representative of that nation. Up at Forty-second street, at the Library, each day an artist was working publicly on a scene emblematic of one of those countries. Crowds of people lined the avenue from start to finish, and

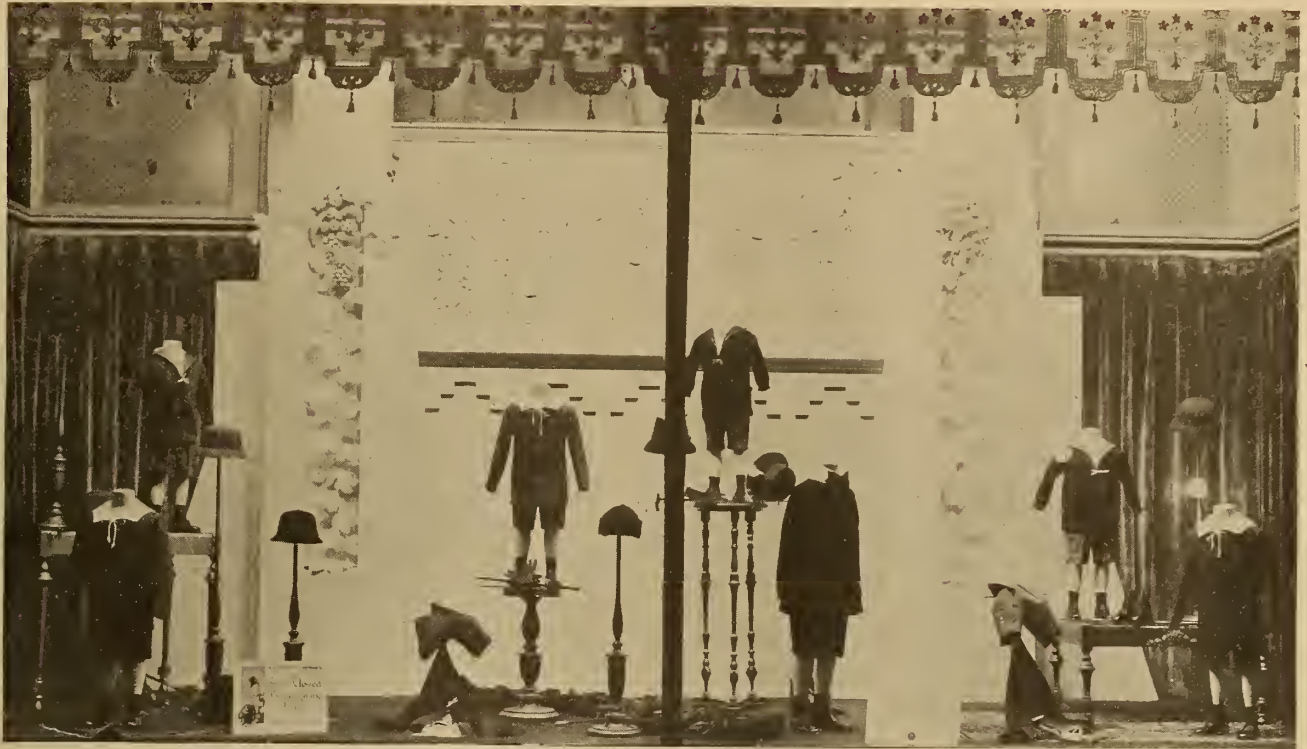
there were points where the crowds in front of the Liberty bond stands were so numerous that the stages and automobiles were not permitted to pass, but turned aside to other streets.

Never have the department stores—all stores—responded to a public occasion so splendidly. Of course, Fifth avenue was the big scene, and her stores outdid themselves. Altman's made a noble showing, the whole front being in for a fortnight; first was shown "The Father of Liberty," then "The Friend of Liberty" (Lafayette), the "Savior of Liberty," "Keep the Home Push Up for Pershing," "Marshals of Liberty" (Foch and Haig), and the "Leader for Liberty" (Wilson). Each notable was illustrated by a statue or a portrait, handsomely shown, with large silk flags and other accessories, making an impressive showing, even from the stages. In the center of main entrance, at street, was a fine replica of the Statue of Liberty, with inscription "Buy Liberty Bonds."

The neighboring McCreery windows, on Thirty-



CHRISTMAS DISPLAY BY J. B. SCHOOLER FOR DAVIDSON BROS., SIOUX CITY, IOWA.



DISPLAY BY J. HAROLD CHADWICK FOR PENN TRAFFIC CO., JOHNSTOWN, PA.

fourth street (there is a narrower Fifth avenue entrance), were treated with a featuring of six American officials, one to a window—President Wilson, Secretaries Baker, Daniels, McAdoo and Lansing, and Vice-President Marshall, each portrait being arranged so that at night a flood of light would reach each face; handsome silk flags were here finely arranged, with solid color shirred silk on the floor. Best & Co. had figures of heroic size representing the chief allied nations, with war relics and flags and a picture here and there, attracting much attention. Franklin Simon & Co.'s display included a similar figure of same size throwing a hand grenade, with inscription, "Attaboy, buy bonds like they fight;" also the scene formerly shown by this house, with the "bounding main," consisting of a fabric blown underneath into waves by electricity, on which floated a submarine, with aeroplanes flying overhead.

Lord & Taylor's Window Effective

Lord & Taylor's night window that is hoisted at 6:15 p. m. each day was very effective. The background was a painting of "night in no-man's land," the stars shining brightly over the waste, while in front the background blended with the assembled objects that completed the scene, a marine crouching in his dugout, with a bit of a fire burning at left, with sand bags at top of dugout, while across the front was a line of barbed wire entanglements. There were four little two by three feet boxed scenes placed at various points

of the L. & T. front, finely illuminated at night, and very vivid in their reality. The titles are descriptive, the first being "Over the Top," the second, "In the Trenches," third a French soldier viewing the ruins of his "Home;" and fourth, "The Stretcher Bearers," in no-man's land. Everything was realistic, from the tiny, yet life like figures, to the inanimate objects, and each of these was of stronger effect than many an entire large window.

Field's Notable Displays

Saks, Macy and Gimbel, though off Fifth avenue, had some strong displays, Gimbel's having the inscription, "Make this possible," showing an heroic figure of an American soldier, standing with bayonet over the kneeling kaiser. The presence of the windows of Marshall Field & Co. in New York, with their large-sized representatives of the soldiers of the five allied powers must have had a definite sentimental effect on the New York display managers. The five notable windows that appeared in the Chicago store some two or three months ago were transferred to the Field wholesale store here, and attracted a great degree of attention, though not in the shopping district. New York knows a good thing when it sees it and everyone had hats off to those Field windows. Evidences of sincere appreciation appeared in several of our windows in Manhattan, to the credit of the discernment of our local display managers.

Over in Brooklyn the display managers thumped

the Liberty Loan in the windows. At Namm's Charlie DeVausney did not have to change his program very materially, for he is hammering at patriotic displays all the time in his big arcade window. At Price & Rosenbaum's, on Broadway, Thorkild Larson had two large windows showing two diametrically different scenes. One was entitled "What we are fighting for—peace and plenty," with a garden, and house in background, through windows of which the lamplight was seen. A woman sat reading under a tree, while a little girl romped by a little lake and the reign of plenty was embodied in great baskets of fruit and vegetables piled at the side, and doves of peace were perched in the branches of overhanging trees. The second window was widely different, and illustrated "What we are fighting against—war and devastation," with the wreckage of a once happy home, with only charred boards and bricks remaining, while beyond the roadway was the distant view of a burning village and armies at war. A peasant cart was drawn by a cow and guided by an old man in peasant smock; a wounded French soldier and aged peasant woman walked behind the cart. The details were all very carefully worked out. The French house was completely built and then burned down to get the exact effect. The moral of the whole, "Buy Liberty Bonds," was driven home tremendously.

Mr. Herman Frankenthal, of Altman's, has been housed for two or three weeks, and by the time this reaches the reader's eye we hope he will have com-

pletely recovered and be once more at his post. Mr. Frankenthal, though standing at the head of his vocation, has taken a remarkable interest in the promotion of the higher standards of window decoration and demonstration of fabrics through the entire trade and he has hosts of friends who appreciate his work. He lately lost one of his young assistants to Uncle Sam, William J. Montgomery, who was inducted into the army not long ago.

Scarcity of Assistants

With the progress of the draft, display managers are put to it more than ever for assistance. The situation may be sensed by the remark of one of them, "I have as my first assistant a man with two children, who is out of the draft, and as my younger assistant a boy of seventeen, who is below the draft, so I am congratulating myself that I can 'carry on' for a time at least without much trouble."

Mr. DeMuth, at Arnold, Constable & Co.'s, had a window of fine dignity featuring a large, round bas relief in center of the corner window, with the bust of Liberty, with outstretched arm, appealing for the beholders to "guard them, lend your money—YOU." This fine piece was by the sculptor MacNeill, the inscription referring to the soldiers visible in the large bas relief. Emile Schmidt, former display manager for Arnold, Constable & Co., who joined the army several months ago, turned up at the store not so very long ago, in khaki. He had been over on the other



INTERIOR DECORATION FOR CHRISTMAS BY J. HAROLD CHADWICK, JOHNSTOWN, PA.



OPERA CLOAK WITH COLLAR TRIMMED WITH ERMIN. DRAPED BY HERMAN FRANKENTHAL, DISPLAY MANAGER FOR B. ALTMAN'S, NEW YORK.

side, became a top sergeant, and had been detailed for return to America, as so many officers have been, to take a hand in the instruction that will make soldiers out of the new men.

Gradually the Liberty loan windows came out and merchandise began to reappear. One effective window at Gimbel's—and which, by the way, did not cost the house a cent except labor—was one featuring fountain pens. That sounds commonplace—but— To start with were two figures silhouetted and painted on composition board, really comic figures—and they were writing home, evidently to "Deer Mable," with pen in hand, and were looking off at the painted scene of the background, a military scene of France with landscape, movements of troops, etc.—looking for an inspiration. The pens were shown in effective groups, all at the uniform price of \$1.50, while the suggestion was made that the book "Deer Mable," at 79 cents, should accompany each pen. Then there was a strong showing of various groups of this book, where the amorous and devoted expressions of an enthusiastic and lonesome soldier give the reader many a laugh.

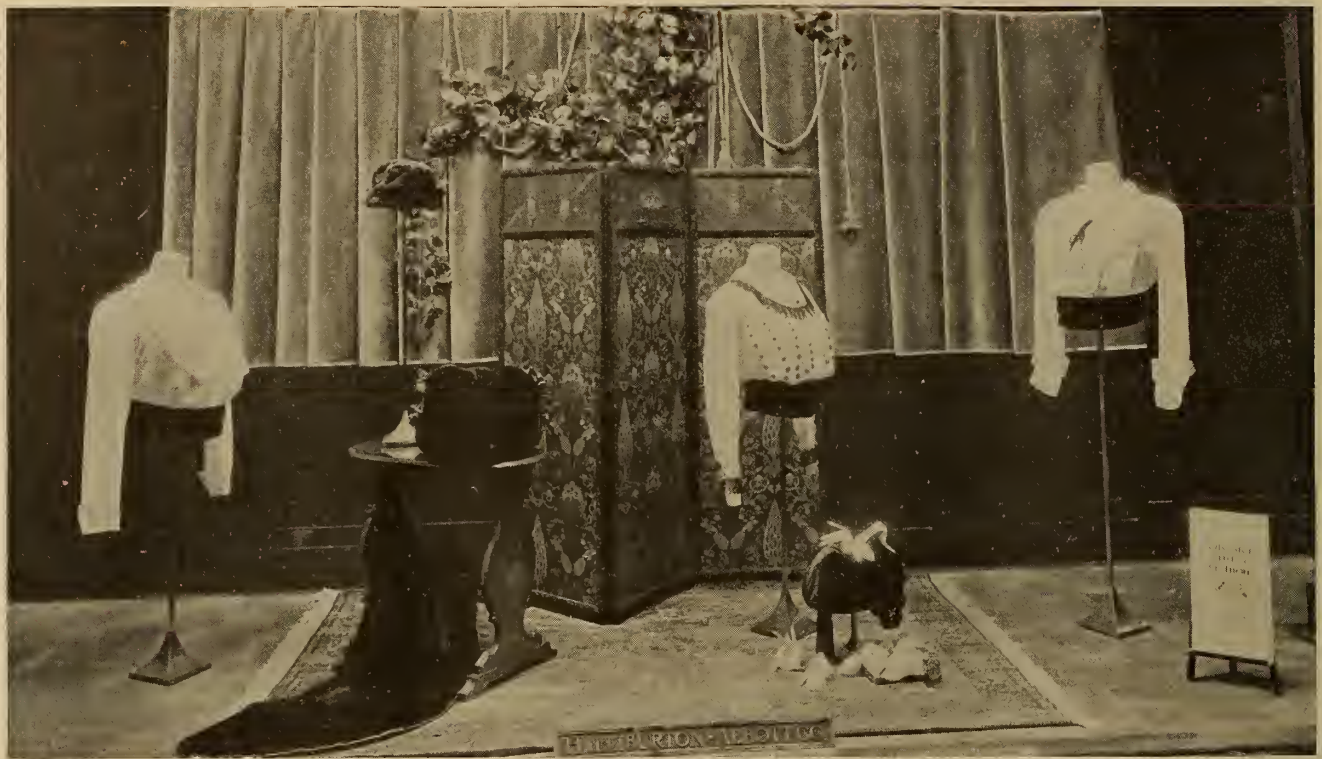
At Macy's one Liberty Loan window was maintained throughout, the background being a scene in no-man's land over which a patrol was passing, the

men being shown out fully in relief. In front was collection of interesting aerial and other detonating bombs. Saks' had their big corner window allotted for the Liberty Loan propaganda throughout, with a great picture at the back, facing the corner, finely mounted, with a handsome silk flag at each side. The picture showed a woman in distress, with her child, while towering near her was a large German soldier, with the woman and a Red Cross nurse cowering at the left. Many stores in their exhibits illustrate the brutalities of the Hun without stint. Others content themselves with a strong presentation of the needs and aims of the government in the securing of the Liberty Loan.

Now that the Liberty Loan campaign is over, it is to be presumed that the strong presentation, in department store advertising, of the necessity for early Christmas shopping will be featured. Never has the opportunity, or the need of such arrangements or such advertising, been more pronounced. The government wants Christmas business spread over three months, without the congestion of shopping in the month of December. There are not the extra clerks for December to be had, and they should be in other work, even



A NEW STYLE CLOAK. BLACK WITH GOLD DESIGN AND TRIMMED WITH HUDSON SEAL. DRAPED BY HERMAN FRANKENTHAL, DISPLAY MANAGER FOR B. ALTMAN'S, NEW YORK CITY.



DISPLAY OF O. E. WHEETE FOR HALLIBURTON-ABBOTT Co., TULSA, OKLAHOMA.

if they could be secured. People must buy their holiday presents early. This should be put out unremittably from now on. It should have been more strongly emphasized even earlier. The loud pedal must be put on right here, and display managers will do credit to themselves, and aid their employers, if they suggest this to them, and keep the ball rolling wherever possible in the signs and exhibits they prepare. This should be, from today on, a constant thought in their work.

By the time this reaches the readers' eye the United War Work Campaign for the Y. M. C. A., Y. W. C. A., K. of C., Jewish Welfare, Salvation Army, etc., will be occupying much attention of the display managers. The publicity committee is getting busy at this writing, and assisted by local display manager members, are putting up and photographing suggestive windows, copies of which will be mailed to the fraternity throughout the country. There are some highly attractive posters, which we have already seen, and which will add materially to the window displays in the interest of this movement. No wonder the government appreciates the window decorator's art and considers it far from a non-essential. We hear, by the way, that some of the local Liberty Loan displays have been purchased by out of town houses and have been shipped out for their use. During the last campaign the Liberty Loan windows were allowed to be lighted Friday and Saturday nights, while all other windows were dark. Now this provision is abolished.

Some experiments are going on here with the use of girls in the display departments, and we understand that Mr. Schwarcz, of Macy's, has two girls doing light work, principally cases in the interior, and that Mr. Cronin, at Bamberger's, Newark, includes a couple of girls on his force. Of course, girls can not be assigned to heavy work, nor very well to night work, and it may be that a plan will be evolved that will make their employment practical, especially in the larger departments, in view of the scarcity of the young assistants of draft age.

Best & Co. have arranged for a permanent flag show for the duration of the war, and have fifteen fine flags of as many of the allied nations, which will be displayed over the front of the building, aloft, with a large American flag in the center. This should make a noble and appreciated addition to the Fifth avenue decorations.

A display man remarks that "Never before have we had so many requests from buyers for windows, and never before have the windows been so productive of sales. The response to the offerings in the windows seems to be immediate. It is not a case so much of artistic displays as it is of effective displays of merchandise for the encouragement of immediate sales." That is no doubt true. With so much time and space given over to patriotic displays the windows will have to work more strongly than ever to secure the turn-overs of merchandise that are necessary.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

ARE you desirous of learning showcard writing or improving your present style?

Here then is the way I would teach my own child to become a good letterer. I would first get a "B" Venus, American Pencil Company drawing pencil; some paper with a soft pencil surface; a drawing board, T square; some thumb tacks and a piece of art gum.

I would then make him draw or sketch lightly a Roman or modified Roman capital for six weeks.

If any person cannot sketch a fairly good Roman letter he cannot make a good showcard or any other well lettered card.

For a start then in learning to become a good letterer just try sketching this antique Roman letter the same size as shown. Keep your pencil sharp and avoid a highly glazed paper.

Note the proportionate width of each letter. Note also the spacing. A common error with the beginner is to say "I'll leave one-half inch space

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &

1 2 3 4 5 6 7 8 9
 a b c d e f g h i j k l m n o
 p q r s t u v w x y z

between each of these caps." I did it myself as a beginner and it's a fatal mistake.

What you really mean is that each letter has a quarter-inch space — *but here's the exception* — some letters are not on account of their contour entitled to any space at all when following or preceding a certain letter, or if allowed any it may be only half the quota allowed a solid letter like "H."

For example: Take the letters "H, I, J," as they are in the plate; the space between the left end of "J" and letter "I" is just about one-half the space between "H" and "I" and that is as it should be. In other words "H and I" both get their quarter-inch; "I" on its right would still be entitled to its quarter but "J" on its left would not get any. Let a letter "L" follow this "I" it would be entitled to its quarter on the left, but follow this "L" with another and the final "L" would be entitled to its quarter on the left but the preceding one would not be entitled to any on its right. Let an "A" or "V" precede or follow the "I" and either of them would cut in on "I's" allowance. The "W, X, Y" could be kept a trifle farther away than A or V because they have not as much white space around them.

The whole secret of spacing is to get a balanced field of white between letters or words.

We of today are prone to jump at conclusions. Did you pause to inquire of some old friends if they could recall when steel pens were first made?

From this you deduct that brush lettering preceded pen lettering. It did not. As a matter of fact the Roman letter was evolved from the hand-lettered manuscripts of the monks and scribes of centuries ago. For pens, they cut from bamboo reeds or the quills of birds similar to our goose, turkey, swan or eagle. When they made the letter "H" they pulled the down strokes with the whole surface of the pen straight down, then slid the pen across horizontal at tops and bottom for finishing strokes.

The craftsmen of the day who chiseled in stone found it made a good stopping and starting place to make the horizontal stroke with the chisel as the scribe did with his pen and from this combination came the beautiful Roman letter we know today.

And all down through the ages, though it has been modified by mankind of all nations, it stands as one of the few things that cannot be improved.

Recently a cardwriter wrote me asking if I knew where he could get some music pens of a certain make. They came from a country that no one speaks of these days without swearing.

Furs of distinction
 and super-excellence are
 significant of the standard
 that prevails here

Second floor

*These are times
 when people are changing their
 mode of living and forming
 new habits*

*-a good time to form
 the habit of wearing
 Society Brand Clothes*

"La Camille"
Front Lace Corsets
Best for stout women

❖ ❖ ❖

Front Lacing Corsets
are most stylish.
Give the most figure
improvement

3

Diamond
Wrist Watches

Agassiz
Longines
Waltham

Artistic Designs & An
unusually large selection
and specially priced

4

What did the old scribes do for ink retainers? They probably cut a long strip out of a goose quill, steamed it, curved it to shape and slipped it up into the hollow of the pen quill, just as they did in the hollow of the reeds.

The first steel pens were introduced in the United States by M. L. Leman, whose music pen I have often spoken of. Now there's no retainer on it. There's none made for it. Yet I like a retainer when I use it.

Retainer for Music Pen

Some wag has said "A woman can do ninety-seven different things with a hairpin."

Then why be so helpless about making a retainer?

For a retainer on a music pen, take an Esterbrook or Hunt lettering pen. Slip the retainer off. Take a flat nose pliers and bend the side flaps outward, then if it won't slip around the pen bend the flaps that clinch around the pen so that it will fit. If the retainer happens to be highly tempered the clamps will snap off—in which case heat the thing till you take the temper out.

Every steel pen made in this wide, wide world is made out of English steel. Soennecken pens were never made in Germany—they were made in Bir-

mingham, England, by Brandauer & Brandauer, which concern likewise made the German music pen I introduced.

There's been a lot of bunk in this "made in Germany" stuff and your conscience can still be clear if you are using those pens.

Compare Card Number 1 with the alphabet shown and you will see how the music pen will by gradually increased and diminished pressing make an antique Roman letter.

Card Number 2 shows a quick favored pen letter of mine. Card Number 3 the same, and with cardboard selling at \$6.00 to \$6.75 a hundred for sixpenny board it looks as if we would have to get down to still smaller cards.

As I have often said in these columns a slant letter reads easier to me than a vertical. It makes but little difference whether you like my style or not but this much I say to you, if it will fill the bill, you will find that the style used on Cards 2, 3 and 4 is easy to execute and very rapid.

It has not the spurs or serifs as on our old Soennecken pen Roman, and as for Card Number 4, whether you like it or not, it is a finished product in easy, graceful text lettering, made on a piece of high-grade board, Tiffany's would not hesitate to use it.



Newspaper Advertising

The retail advertiser considers the newspapers as the most important channel through which to reach the shopping public—The first of a series of articles dealing with retail advertising in its varied forms—A few examples of trade pulling copy.



THE scope of advertising is so great and the demands and benefits so numerous that volumes would not solve the many perplexing problems that present themselves in the distribution of advertising, but a series of articles will be presented in MERCHANTS RECORD AND SHOW WINDOW dealing with the preparation, lay-out and distribution of newspaper advertising that will prove very beneficial to advertising men and merchants who use the daily papers as a medium of placing their merchandise before the buying public.

This series of articles will tell how many of the country's experts prepare and place good, trade-pulling copy, and each installment will be accompanied by several illustrations of good and faulty examples of

retail store advertising, with expert opinion regarding lay-out, argument, text and arrangement.

Before inaugurating this series of articles pertaining to advertising in the daily newspapers it may be well to say a few words about the newspaper as an advertising medium. In order to realize fully its value as such a medium one must know the principal func-

Some of the Individual Pieces in the \$25,000 Lot of Decorated Furniture at Half Price

These are some of the pieces included in the \$25,000 purchase of lacquered, enameled and decorated furniture of which we are disposing at half price.

This is believed to be the most beautiful collection of decorated furniture that has yet been presented for sale in this city.

Please take note, that every piece is at half its regular selling price.

A console table in lacquer, and decorated, is \$81; a mirror to match, \$17.
A drop-front console with sliding tray is \$72; appropriately decorated mirror to match, \$21.
A black teakwood console with oval front is \$65.
A black teakwood console table with an imported panel front is \$50; mirror to match, \$25.
A console cabinet with two drawers, lacquered and decorated, is \$118.
A black lacquered and decorated electric table lamp is \$10.50.
A lacquered Chinese dog lamp for the table is \$19.
An electric table lamp in black and gold is \$27.50.
A floor lamp with 3-column effect in the pedestal, \$31.50.

A handsome enamel and decorated electric lamp, \$64.
A black-and-gold electric floor lamp, \$55.
A black lacquer and decorated electric floor lamp is \$48.
A lacquered electric floor lamp, with chased gold decorations on the upper portions of the base, \$31.
A very handsome tall pedestal electric lamp, which stands 3 feet high, the bowl, gracefully shaped after an old Venetian piece, \$105.
A black enamel and decorated fire screen, \$18.
A mahogany fire screen, \$12.
A black enamel and decorated fire screen with cratome panel is \$18.
A black enamel and decorated chaise longue, with curved back and arms, is \$76.

(Fifth Floor, Chestnut)

Open Saturday evening until 9 o'clock

THE policy here is to serve and help you save. We believe economy is in quality; we believe in giving you full satisfaction, and if you don't get it, money back cheerfully.

Come and see our exceptional suits and overcoats from Hart Schaffner & Marx at \$40

YOU know what to expect of these makers; you may come here in full confidence that your expectations will be fully realized. Hundreds of styles for men and young men; for the solid business man, simplicity of style with elegance of materials; for the young men—college, or business "preps"—the more decided fashions, with the same high quality.

Ford fit overcoats, double breasted overcoats, military models, motor coats, ulsters. Suits of the highest type of excellence in materials and workmanship.

We mention your advantage in buying now; the values are very extreme; and not soon to be duplicated.

Plentiful stocks of these fine goods; the choicest of the market, \$25 to \$75.

The right clothes for young men—4th floor

IT'S our business to have the right things for young men. Just now the real hit is the new well-tailored type in suits and overcoats; they're very smart; well set up shoulders, high chest, concave waist, a new drape to the skirt, the new peak lapel, smooth set collar; you can almost see them.

All military types, in plain colors and patterns, all wool materials, for college men, high school men, young business and professional men, "prep" style; clothes of highest excellence.

\$25 \$30 \$35 \$40 \$50 \$60

A fine array of English overcoats—6th floor

THE special feature is the Burberry line; but all of them show the distinctive English touch; unique, different. In weights for fall and winter; ulsters, great coats, fur collared styles.

English, Scotch, Irish weaves; tweeds, homespuns, chinchillas, vicunas, kerseys. Men who want "the real thing" should see them.

\$40 \$50 \$60 \$75 \$85 \$100

Boys' suits and overcoats of the best grade; 5th floor

ALL parents want boys' clothes that are really better; we believe it. We have here boys' suits with two pairs of pants that are really good. Overcoats, too, of rich materials, extremely well tailored; smart military designs. Economy for you in boys' clothes.

\$12 \$15 \$18 \$20 \$25 \$30 \$35

Copyright, 1917, Hart Schaffner & Marx

Men's suits in imported fabrics, \$50—2nd floor

OF course, they're meant for men who want the best, whatever it costs.

Well, it costs \$50 here; finest fabrics made, smartly designed; silk lined, silk lined sleeves; beautiful suits; well worth today.

\$50

Men's suits in imported fabrics, \$50—2nd floor

OF course, they're meant for men who want the best, whatever it costs.

Well, it costs \$50 here; finest fabrics made, smartly designed; silk lined, silk lined sleeves; beautiful suits; well worth today.

\$50

Maurice L Rothschild

Money always refunded

Good clothes, nothing else

Southwest corner Jackson and State

Chicago, Minneapolis, St. Paul

tions of the daily press and its value to the individual and the community. One cannot be expected to succeed in the advertising field if these points are not thoroughly understood. The newspaper is in a great measure responsible for the moulding of public opinion, and in this respect has enormous power. To the newspaper the American people have come to look for enlightenment and guidance on questions of great moment, and this great influence of the newspaper depends on ability and independence and the choice of political and social policies. The newspapers of the United States far surpass those of other countries. The people of this country demand this high standard, and this prestige in the character and honesty of its news columns and general policy of the paper guarantees its standing in the community, just as the adver-

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There are many forms of competition, but whatever the form, the desired end is the same and the intensity of competition has become

In the December issue of *MERCHANTS RECORD AND SHOW WINDOW* the subject of department store advertising will be discussed. Several examples of good and faulty advertising copy for department stores will be shown and an expert criticism given.

[illegible]

Ben Greely, of "With a grip and camera" fame, has said of Maurice L. Rothschild's advertising, that it is very evident that Maurice L. Rothschild, Chicago, goes a great way in "trade-marking" his advertising.

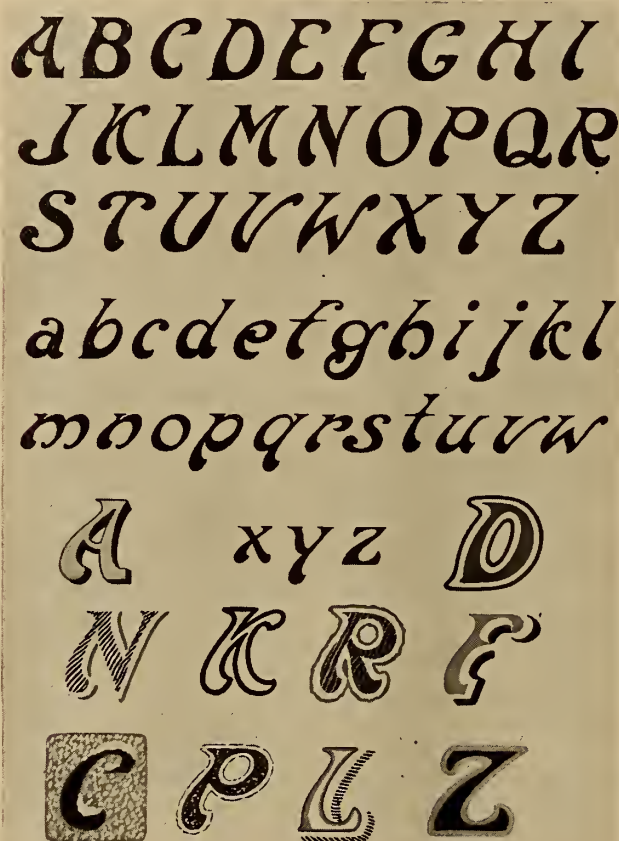


I. A. D. M. CONTEST PRIZE
WINNING CARD BY H. H. SEAY

Simple Alphabets

THE alphabets reproduced here were received at the office of *MERCHANTS RECORD AND SHOW WINDOW* during the past month and undoubtedly will prove interesting to card writers in so far as the alphabets present attractive and simple style of lettering.

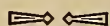
They consist of a free and easy curve stroke and



lack entirely the usual stiff, straight line. The combination of the curve line and the slant to the letters makes the letters easy to handle and easy to read, which are strong factors in show card work.

The ten individual letters shown suggest a variety in methods of handling and affords a handy reference for the show card writer, not only in the use of the particular alphabet but in the use of any style letter.

All that is necessary in the use of the alphabets is top and bottom pencil lines. It is very likely that many of the smaller merchants will find that with a little practice in this style lettering and a bit of good judgment in the selection of colors and the use of one of the individual style letters for head-line, that they will be able to turn out show cards themselves. This would be a big aid to merchants who have no display man.



ARE you going to win one of the *MERCHANTS RECORD AND SHOW WINDOW* medals? Read rules of contest on another page of this issue.

L. H. CARWILE, Z. C. M. I. drug store, Salt Lake City, Utah, has been awarded first prize of fifty dollars for the best display of a nationally advertised bath spray. The contest was open to all display men and Mr. Carwile is to be congratulated on his success.



THE silver loving cup for the best window display during the Fashion Week Show at Tulsa, Oklahoma, was awarded to The Hunt Company, the windows of which store are in charge of E. G. Rear-don.



The December Cover

REPRODUCED herewith is half-tone illustration of the window setting suggestion which will appear on the front cover of the December issue of *MERCHANTS RECORD AND SHOW WINDOW*. As may be readily noticed the design is of the Greek



period of decoration, and the beautiful coloring true to this form of art will make this design one of exceptional beauty as well as one of the most instructive suggestions yet offered on the cover of this magazine.

Full details regarding the construction of this setting and its application to the window or store interior will be given in the December issue of *MERCHANTS RECORD AND SHOW WINDOW*.

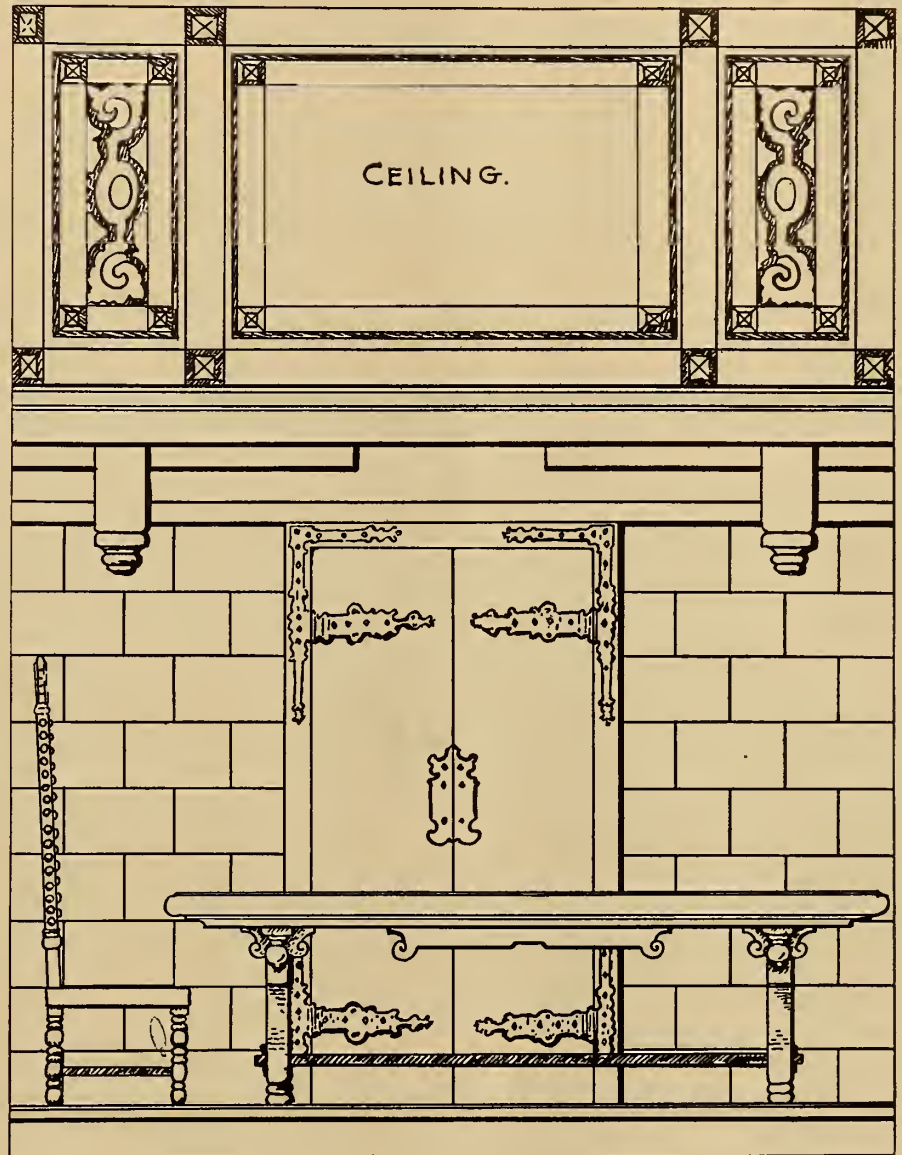
Window Setting Design No. 2

THE window setting design shown in full color on the cover this month is along architectural lines of the Flemish style of decoration, and one that may be easily adapted to the show windows.

From the date of the Dutch conquest over Spain in the year 1600, accomplished with English aid, the relations of these two countries became quite intimate and the decorative arts of both countries were materially affected. During the 14th, 15th and 16th centuries the tapestry makers of France, Germany, Spain and other countries borrowed tapestry art designs from Flanders, hence much of the Flemish touch was evident in the arts of other countries. Not only were the people of Flanders renowned for the beautiful tapestry designs, but their furniture and interior decorations were particularly interesting.

Furniture in the early years of the sixteenth century was mostly of a fixed character, cupboards, wardrobes and larder being built into large, plain panels. Later we find not only carved oak but ebony and ivory panels and decorations. Previous to the fifteenth century little movable furniture was to be found even in the palaces, simply—benches, trestles, chests and forms. Another century reveals the architecture and construction of the Flemish interiors being carried out in massive wood. Heavy beamed ceilings, with carved ornaments for embellishment and with the application of some color to the ceiling supported by heavy wood pilasters will give an idea of the construction. The earlier periods of Flemish design was based on first principles of building and construction with large beams, pilasters, posts, etc., hewn out of the solid logs, the long, uneven cuts of the chisels being always evident. The color was of dark brown, almost black, and the carved parts were often given a background of color.

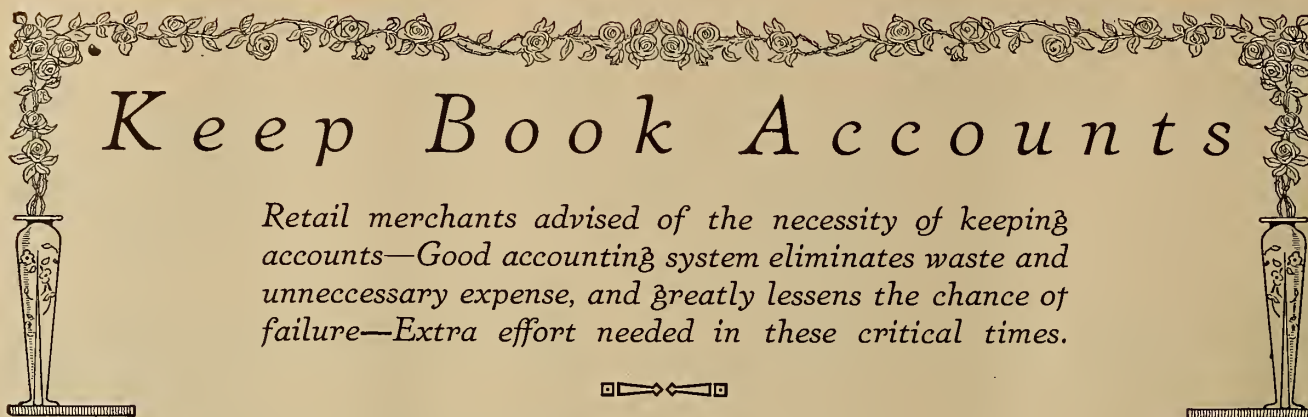
The suggestion on the front cover of this issue will give some idea of the early periods, though the design is not, however, of the earliest periods of Flemish decoration, but represents a date when the



design had taken on the early English influence.

The ceiling shows the arrangement of heavy beams, with the addition of the carved ornaments in the panel sections. Below the ceiling is the heavy cornice effect and immediately below this the plaster walls. It will be noticed that the strap hinges were quite ornamental and that they formed the decorative touch to the door and casing. There were different instances where this metal ornament was used—on tables, heavy chests, benches and on beams.

In constructing a background of this period you will find oak the best material to use for wood parts and furniture. The walls can be made of composition board and painted like design. The ornamental parts can be hand-sawed. While it would be difficult to get the metal ornament and hinges, you could have these parts sawed out of thin material and colored to look like metal.



Keep Book Accounts

Retail merchants advised of the necessity of keeping accounts—Good accounting system eliminates waste and unnecessary expense, and greatly lessens the chance of failure—Extra effort needed in these critical times.



THE Revenue Act now pending in Congress is expected to produce \$8,000,000,000. This means a tax on the average of more than \$76 for every man, woman and child in America. The average per family is nearly \$340.

In many businesses taxes will be one of the largest items of expense. It is of the utmost importance, therefore, that every concern in business, large or small, whether corporation, partnership or individual, shall maintain an exact record of its receipts and expenses; in other words, keep accurate accounts. Taxes should be considered as an expense of the year for which they are assessed rather than for the year in which they are actually paid and the necessary reserves should be provided for at once.

Because of the large amounts to be collected, the Bureau of Internal Revenue will be compelled to check the income tax returns filed by taxpayers more closely than heretofore. The retail merchant who is able to place before the Internal Revenue Inspector book records showing how he arrived at his statement of net income will greatly facilitate the Government's task of collecting the war revenues and save himself annoyance and expense.

No special system of accounts is prescribed by the Internal Revenue Bureau, but the books should show in detail inventories, purchases, sales, capital investments, depreciation, and similar items required in making up the income tax return. Every merchant should study the income tax law and regulations and see to it that his accounts are kept in a manner that will enable him to determine his net income for taxation purposes.

Aside from the necessity of keeping systematic accounts in order to comply with the Government's requirements, every progressive merchant should adopt an approved accounting system for the good of his own business. In no other way can he further his financial interests more effectively. It has been proven time and time again that accurate accounts are absolutely essential to success in business. The merchant who has a good accounting system is able to eliminate waste and unnecessary expense and can so control his purchases and his credits as to greatly lessen the

chance of failure. The inventory, which cannot be taken without some form of accounts, is the compass of a business. Without it the direction in which the business is heading either for success or failure cannot be determined.

In the complexities of modern business costs must be calculated with certainty in order to determine what the selling price of an article should be in order to yield a reasonable profit. This is impossible without books of account.

The profits of a business or the losses of a business cannot be determined without book records; and now that the nation requires every citizen to contribute to the war budget within his means and income, the returns required by the Government under the revenue laws cannot be made with any degree of accuracy without books of account and annual inventories.

The bad debt loss of the nation, which runs into large figures annually, is due in large measure to inexperience and inability. If merchants would keep even the simplest books of account the bad debt wastage would be reduced materially, for inability and inexperience are usually marked by the absence of an accounting system.

Owing to the withdrawal of man power from industry it is essential that every business man be more frugal and exert himself more effectively to conduct his business efficiently. Extra effort put forth in carrying on the business so as to increase volume at less expense, will decrease the chance of failure, increase the earnings of the merchant as a reward for his effort, and enable him to share more liberally in the governmental financial program made necessary for the successful prosecution of the war.

The man who knows the exact condition of his business from day to day has an immeasurable advantage over the individual who has no records upon which to base his operations. It is the duty of every citizen especially in these war times to keep in such close touch with his business through record keeping and otherwise as to maintain the greatest efficiency and render to his Government every cent due in taxes.

Annual Prize Contest for 1918-19

Merchants Record and Show Window contest for 1918-1919 opens — Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup — Contest open to all display men—Closes June 1st, 1919.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1919.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked upon the back of each photograph as follows: "FOR ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	-	-	-	Established 1893
"The Show Window"	-	-	-	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	-	-	-	Established 1903
"Merchant and Decorator"	-	-	-	Established 1905

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Official Organ of The International Association of Display Men

****In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.**

****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

** Copyrighted by the Merchants Record Company*

November, 1918

Paper Economy Display Week

THE Paper Economy Section of the War Industries Board has requested that every retail merchant during the week of November 11 to 16, use at least one window display setting forth the necessity for paper economy.

This division also wishes to bring to the attention of the public the fact that all merchants are directed to discontinue the wrapping of package merchandise.

Merchants throughout the country have responded splendidly to the requests of the government, and it is assured that in this case they will readily see that this order, aside from being of vital importance to the war program, is one in which all should be interested from an economic standpoint.

Every merchant and dealer who uses wrapping paper is affected by the conservation measures deemed necessary by the War Industries Board, and the people of the United States are asked to help the government by conserving paper.

Not only is paper saved by the people carrying

bundles unwrapped, but time and labor, two great factors considered necessary to the winning of the war, also are saved. Many articles purchased at the grocery stores and from the dealers in other retail merchandise are already wrapped sufficiently without being wrapped again. Many may object to carrying packages wrapped in paper which has an advertisement printed on it, but now that the government makes the request, the people will co-operate gladly, merchants believe.

Some kinds of bread, butter, cereals, and many other articles already are wrapped in paraffin paper or put up in paper cartons to insure cleanliness and to do away with the necessity for wrapping them again. Heretofore, such articles have been rewrapped in regular wrapping paper, thereby wasting quantities of paper.

Merchants and display men will respond to this request as eagerly as they have to all others made by the government, and paper conservation displays during the week set aside will be everywhere in evidence.

In connection with this campaign and in order to inform the public why paper must be conserved and how it may best be done the War Industries Board has issued circular matter setting forth seven reasons why paper must not be wasted.

1. The Government's requirements for all kinds of paper are increasing rapidly and must be supplied.

2. Paper requires a large amount of fuel which is essential for war purposes. A pound of paper wasted represents from one to three pounds of coal wasted.

3. Paper contains valuable chemicals necessary for war purposes. Economy in the use of paper will release a large quantity of these materials for making ammunition or gases.

4. Paper making requires both labor and capital, both of which are needed in war service.

5. Paper requires transportation space. Economy in the use of paper will release thousands of freight cars for war purposes.

6. Greater care in the purchase and use of paper will save money. Your savings will help finance the war.

7. Strictest economy in the use of paper will prevent shortage.



Income Tax Records

ONE of the hardest problems the war has brought to the merchant is the preparation of his income tax report. The Government requires that he keep a record of his receipts in cash, with the source from which they are derived, and a similar record of his expenditures, and these must be exact. In order to do this effectively he must keep a daily record of all his business transactions; of money received in the

course of business and of money paid out, including a salary to himself. The old method of putting all the money into the cash register or the safe and calling the difference income, will not do for Uncle Sam.

Designed to afford a simple and complete way of meeting this difficulty is the "Weekly Income Record and Income Tax Record." Each day of the week the business man enters the amount of money received either from "Business," "Rents," "Work Done," or "Professional Services," and also money paid out in the course of business for "Merchandise," "Rent," "Wages," and "Expense"; and space is provided in each case for other items than those printed. At the close of the week, the totals are transferred to a total column at the back of the book for each item. At the end of the year it is only necessary to add these columns to get the figures necessary to report to the Government all cash received and paid out by the business. In connection with this is a simple form enabling one to determine how much has been made or lost during the year. On each of the weekly pages is a column for invoice received and other records.

The book contains a double page for each week of the year and is substantially bound in red and blue cloth with silver lettering. It measures 12x9½ inches outside measurement. Sent postpaid to any address upon receipt of \$4.00. Book Department, MERCHANTS RECORD AND SHOW WINDOW.



Prominent Display Manager Deceased

W. F. ALLERT, prominent in the display world for a long time, has recently died in Washington. Information has not yet been received whether Mr. Allert was a victim of influenza or whether his death was attributed to other causes.

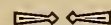
During his career Mr. Allert was in charge of the display departments of Saks & Co. and R. H. Macy & Co. in New York. While he was with Macy he helped to organize the Display Managers Club and was always interested in that organization. He was also interested in the International Association of Display Men, and when the convention was in New York in 1915 Mr. Allert entertained a large number of the visitors at an elaborate luncheon in the Macy store. He was always noted for his geniality and the willingness with which he explained any part of the operation of his department to visitors.

When this country entered the war Mr. Allert felt that he could be of service and took a position in Washington with the Government, and shortly before his death he had made application for overseas service with the Red Cross and was preparing to leave the country when his death occurred. Mr. Allert left his desk at Washington to attend one day's session of the I. A. D. M. convention held in New York last July.

United War Work Drive

DISPLAY men are now making arrangements to lend their efforts to the United War Work drive during the week of November 11 to 18, and it goes without saying that the \$170,000,000 called for will be greatly oversubscribed. The same district organizations of display men that did such remarkably good work during the Fourth Liberty Loan campaign will have charge of the work in their respective districts in this drive, and posters and suggestions will be supplied to all display men on request to the committees.

The activities and commendable work being done "over there" and at the cantonments at home by the organizations sharing in this big drive for funds are greatly appreciated and the people at home will generously contribute to the fund necessary to carry on the good work. The organizations associated in the campaign are Y. M. C. A., National Catholic War Council, Y. W. C. A., Jewish Relief, War Camp Community Service, American Library Association and the Salvation Army.



Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1918 have been made as follows:

Albert Gregory, Sidney, Australia.
Henry A. Remillard, Holyoke, Mass.
C. R. Morgenthaler, Joplin, Mo.
E. F. Gillen, Syracuse, New York.
V. L. Carson, San Antonio, Texas.
Leslie D. Slack, Bloomington, Ill.
Clement Kieffer, Jr., Buffalo, N. Y.
H. H. Tarrasch, Columbus, Ohio
G. L. McConnell, Montreal, Canada.
J. Harold Chadwick, Johnstown, Pa.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Value of High-Class Draping

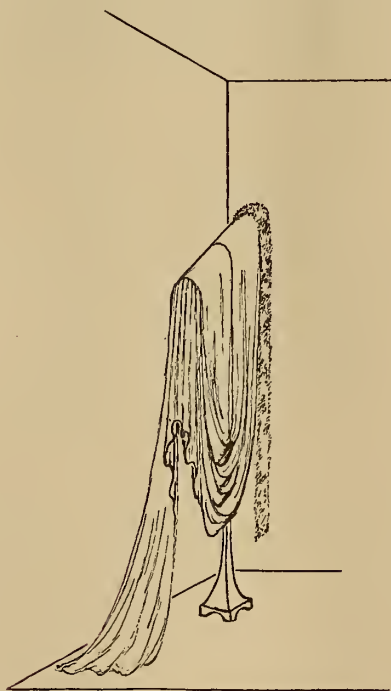
Series 2—Article 11



By T. Guy Duey

CREATORS of fashions have taken a great stride to create a greater interest in women's dress, and have emphasized the uses of very rich fabrics and luxurious trimmings. Velvets stand pre-eminent among the heavy materials for gowns and wraps. So strong are velvets running that every smart styled woman must have at least one velvet gown in her wardrobe.

Velvets being luxurious and beautiful in themselves, naturally require very careful handling. They also show their quality and high character by the extreme simplicity of soft careless folds. The illustrations herein give an excellent example of handling of this class of materials and give an idea for a very attractive completed window setting for same.

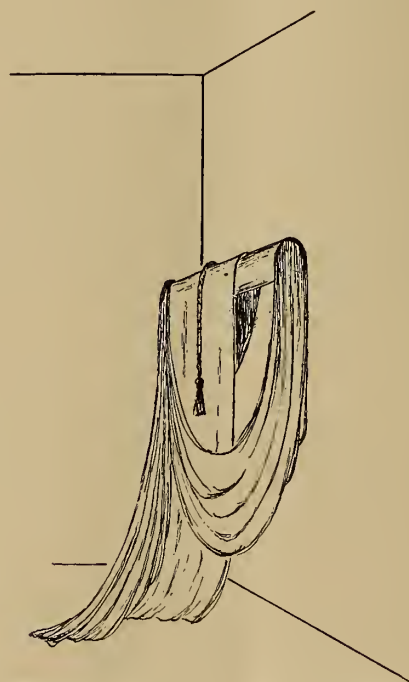


DRAPE MADE OVER STANDARD WITH CYLINDER TOP PLACED AT ANGLE.

The very simple decorative feature which gives an air of high character to the merchandise and greatly enhances the quality of same, is a three-panel screen placed on a low platform near the background proper. This screen can be constructed by using light lumber

for frame, with panels of composition board or canvas. These panels should be done with rich velvety colorings, with quite a little snap.

The center panel is about seven feet wide and extends down to 2½ feet from base where it is joined

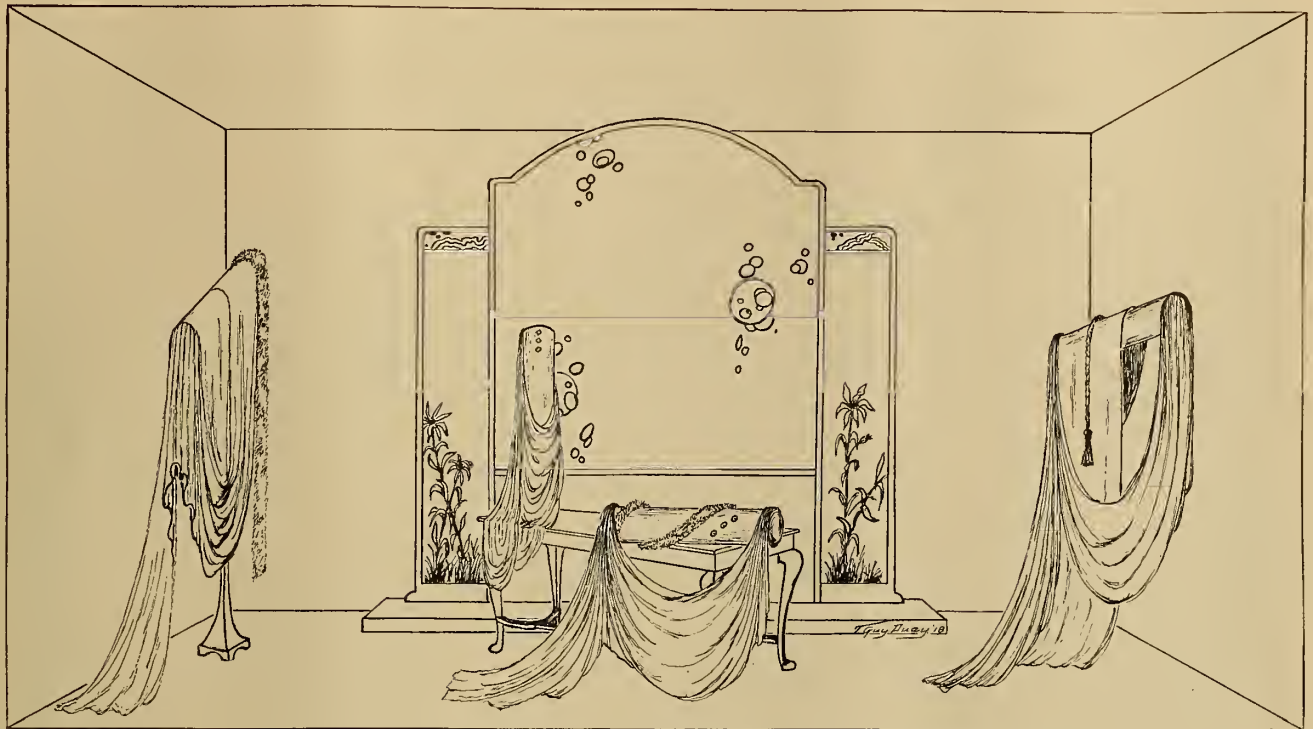


DRAPE MADE OVER STANDARD WITH CYLINDER TOP PLACED STRAIGHT.

by a narrow cross panel. The decorative spots are in vivid colors against a contrasty color scheme to suit. The narrow side panels with poinsettia design can be worked out in many color effects, either painted or cut out of felt and pasted on a small cross panel and used at top of each side panel with pleasing results.

The center unit consists of two pieces of velvet carefully draped over two cylinders, both being placed on a long, narrow table, the position of each being well illustrated. The fur trimmings and buttons are well placed. In each case the cylinder is first covered with fabric and the remainder of the material is gracefully draped without crushing or mussing.

The drape at left is made over a standard with a cylinder top placed on, at angle. The fabric is started



SETTING AND DRAPES BY T. GUY DUEY, WURZBURG'S, GRAND RAPIDS, MICHIGAN.

with end in back and placed over one-half of top, then loop three-fourths of the way to floor and return over opposite end of top, the two selvages meeting in center. The remainder of goods sweeps forward to the floor. A wide band of fur trimming is hung over one end of drape.

The drape at the right end is made over a standard with cylinder top placed on straight. The fabric starts by covering top with one end, the surplus material hanging in folds from the front end of cylinder. This is now left on floor temporarily, the other end of goods commencing in back in the same manner, then falling

straight down in front to floor. Next, pick up materials from floor, in about the center, and pin one selvage to opposite end of cylinder, thus forming a series of loops across front of drape, also a series of folds which sweep to floor forward. To the left of the drape proper a cord is here suggested for trimming or a chenille or silk fringe is very appropriate for trimming

The simplicity and high character of the handling of the merchandise together with artistic arrangement of the entire display makes this a very effective method which could be used in the very best stores and be entirely in keeping with the environments.



Developing the Idea

Many valuable suggestions for window display settings found in illustrated magazines—Display men should cultivate habit of carefully scrutinizing pages of periodicals—Showing how simple ideas may be developed into powerful display.



By Homer H. Seay

AS I have said in these columns before, there is an idea for a window display in nearly every issue of an illustrated magazine.

Every display man should cultivate the habit of scrutinizing every periodical for an idea to use in the window. Perhaps you will say that you do not have the proper wax figures needed to carry out the idea, that is, to place in just the position wanted, and even if you did have the figures your window is too narrow or small to carry out the idea—then it is that wallboard comes to your rescue in the way of cut-outs.

The method of laying out cut-outs was fully explained in the September issue of *MERCHANT'S REC-*

ORD AND SHOW WINDOW. If you do not care to make your own cut-outs, send your idea to your decorative supply house and have them make them for you.

In the recent Fourth Liberty Loan campaign I had in two windows and they were both suggested to me by illustrations from magazines. Both displays are here shown.

The Sammy and Hun display was placed in a shadow box draped with velour. There were red lights concealed behind the drape, attached to flashers. The background was a poster with lights behind it.



DISPLAY BY HOMER H. SEAY FOR WALKER DRY GOODS CO., CHARLESTON, W. VA.



DISPLAY BY HOMER H. SEAY FOR WALKER DRY GOODS COMPANY, CHARLESTON, W. VA.

The cut-out of General Pershing, I believe to be a new idea. Almost any one can paint a form but it takes an artist to paint features of a character such as General Pershing. The head and cap was cut out of a poster and pasted on wall board, then the body was laid out in proportion. This same idea could be used for President Wilson, General Foch, or any other personality. The card "I've Got Mine" was suggested by a magazine.

The photo of the Liberty Bond salesman does not show as well in the photograph as it did in the window as the footlight screen hides several of the hands. These hands were painted on wallboard and cut out with a coping saw. There were hands of men and women, both white and colored—all wanting a Bond. Some offering \$10.00 and \$50.00 bills in payment. The girl holds a \$50.00 bond in one

hand and a silk flag in the other. The card next to her reads "It's A Flag Worth Fighting For—And It's A Flag Worth Buying Bonds For." She is dressed in a war service uniform. The window was dark with the exception of the red footlights.

The Pershing cut-out was also used in this window. He has a war map in one hand while the other points to the card which reads "Every Hundred Dollar Bond Makes A Hun Dread More." The small cut-outs of soldiers and sailors are cut from crepe paper and mounted on cardboard.

These are simple windows that the display man in the smallest store in the smallest town can put in at a very small expense. Begin now looking for ideas for the Fifth Liberty Loan drive which no doubt will take place some time in the early part of the year.



Meritorious Contributions Received

*Photographs, Drawings, etc., submitted to the Merchants
Record and Show Window since last announcement—
The list includes names of display managers and others
whose contributions have been accepted because of merit.*



DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will, if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers.

J. H. LENNON, Davis & Nenno,
Olean, N. Y.—PHOTOGRAPHS.
C. R. BLATT, Neiman-Marcus,
Dallas, Texas.—PHOTOGRAPHS.
J. R. PATTON, L. S. Ayres & Co.,
Indianapolis, Indiana.—PHOTOGRAPH.
A. W. LINDBLOM, New England Furniture & Carpet Co.,
Minneapolis, Minnesota.—PHOTOGRAPH.
G. L. McCONNELL, A. H. Jassby & Co.,
Montreal, Canada.—PHOTOGRAPH.
R. L. PAXTON, Foley Bros. D. G. Co.,
Houston, Texas.—SKETCH.
A. J. ALLERT, The Kleinhans Co.,
Buffalo, New York.—PHOTOGRAPH.
W. YEAGER, Wolf-Greisham & Sons,
Bloomington, Illinois.—PHOTOGRAPH.
H. S. BOYD, Zenner-Bradshaw Co.,
Huntington, West Virginia.—PHOTOGRAPHS.
C. R. SWENSON, Arthur A. Everts Co.,
Dallas, Texas.—PHOTOGRAPH.
P. R. SWIFT, J. Stiefel's Store,
Angola, Indiana.—PHOTOGRAPH.
OSCAR KLEIN, Daeumler's,
Columbus, Ohio.—PHOTOGRAPH.
J. B. SCHOOLER, Davidson Bros.,
Sioux City, Iowa.—PHOTOGRAPH.
STANLEY CHARETTE, J. K. Gill Co.,
Portland, Oregon.—PHOTOGRAPH.
H. H. TARRASCH, F. & R. Lazarus & Co.,
Columbus, Ohio.—PHOTOGRAPHS.
F. STECKBAUER, Continental Clo. Co.,
Oshkosh, Wisconsin.—PHOTOGRAPHS.
A. L. MEADOWS, White House D. G. Co.,
Beaumont, Texas.—PHOTOGRAPH.
E. LEMIEUX, Goodwin's, Ltd.,
Montreal, Quebec.—PHOTOGRAPH.
SAM WEISS, Emporium,
Detroit, Mich.—PHOTOGRAPH.
WILLIAM EDSTROM, Boxrud Carpet Co.,
Red Wing, Minnesota.—PHOTOGRAPH.
LESLIE D. SLACK, A. Livingston & Sons,
Bloomington, Illinois.—PHOTOGRAPHS.
R. W. McKNIGHT, Rankin D. G. Co.,
Santa Anna, California.—PHOTOGRAPHS.
H. A. WALLIS, Pelletier's,
Sioux City, Iowa.—PHOTOGRAPHS.

CLEMENT KIEFFER, JR., C. A. Weed Co.,
Buffalo, N. Y.—PHOTOGRAPHS.
KARL KURTZ, Opfers Dept. Store,
Lorain, Ohio.—PHOTOGRAPH.
C. F. WENDEL, J. L. Hudson Co.,
Detroit, Mich.—PHOTOGRAPHS.
H. E. RAMSAY, Robbins,
Colorado Springs, Colo.—PHOTOGRAPHS.
O. WALLACE DAVIS, H. Batterman Co.,
Brooklyn, N. Y.—PHOTOGRAPH.
J. C. LA VIERE, J. P. Allen & Co.,
Atlanta, Ga.—PHOTOGRAPH.
C. M. SHRIDER, A. E. Starr Co.,
Zanesville, Ohio.—PHOTOGRAPHS.
J. A. WOLF, Morrison Hotel Drug Co.,
Chicago, Ill.—PHOTOGRAPH.
MILTON L. HORN, New Phoenix Clothing Co.,
Muskogee, Okla.—PHOTOGRAPHS.
HOWARD A. WERNET, The Seitner Co.,
Canton, Ohio.—PHOTOGRAPH.
O. E. WHEETE, Halliburton Abbott Co.,
Tulsa, Okla.—PHOTOGRAPH.
WM. R. CHANDLER, Fountain's,
Greenwood, Miss.—PHOTOGRAPHS.
GEO. B. SCOTT, Strouse & Bros.,
Evansville, Ind.—PHOTOGRAPHS.
B. F. GOODRICH, Rubber Co.,
New York City.—PHOTOGRAPH.
EARL R. FOX, The Szold Store,
Kewanee, Ill.—PHOTOGRAPH.
OTTO S. LASCHE, St. Clair County Gas & Elec. Co.,
East St. Louis, Ill.—PHOTOGRAPH.
L. F. DITTMAR, National Cash Register Company,
Dayton, Ohio.—PHOTOGRAPHS.
WM. PIPER & SONS,
Sidney, Ohio.—PHOTOGRAPH.
C. A. F. SMITH, Herpolsheimer Co.,
Grand Rapids, Mich.—PHOTOGRAPHS.
E. M. GATES, Mutchow Bros.,
Beloit, Wis.—PHOTOGRAPH.
W. E. BEANE, E. M. Payne Co.,
Beckley, W. Va.—PHOTOGRAPH.
JACK RALSTON, Levy Bros. Dry Goods Company,
Houston, Texas.—PHOTOGRAPH.
MRS. J. W. BROWN, Neal & Brown Dry Goods Co.,
Caldwell, Kansas.—PHOTOGRAPH.
J. HAROLD CHADWICK, Penn Traffic Company,
Johnstown, Pa.—PHOTOGRAPHS.
L. L. WILKINS, JR., Crook-Record Company,
Paris, Texas.—PHOTOGRAPH.
LEE CURTIS ROSE,
Pontiac, Mich.—PHOTOGRAPHS, SHOW CARDS.
W. M. KREIS, Kaufman Straus Co.,
Louisville, Ky.—PHOTOGRAPHS.
HOMER H. SEAY, Walker Dry Goods Co.,
Charleston, W. Va.—PHOTOGRAPHS.
K. C. BALZER, Levy's, Inc.,
Jacksonville, Florida.—PHOTOGRAPH.
W. YEAGER, Wolf, Greisheim & Sons,
Bloomington, Illinois.—PHOTOGRAPH.

International Association

— of —

Display Men

First Vice-President

T. GUY DUEY, Wurzburg's Dry Goods Co., Grand Rapids, Mich.

Second Vice President

C. A. VOSBERG, McCreery's, Pittsburgh, Pa.

Third Vice President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Treasurer

W. H. HINKS, J. W. Thomas & Co., Minneapolis, Minn.

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Secretary—D. B. BUGG, Suite 1520, Woolworth Bldg., New York.

An Educational and Business Organization

Executive Committee

CLEMENT KIEFFER, JR., C. A. Weed Co., Buffalo, N. Y.

B. W. CHRISTOPHEL, Frank & Seder, Pittsburgh, Pa.

J. J. CRONIN, L. Bamberger & Co., Newark, N. J.

JAMES TREWHELLA, Best & Co., New York City.

M. J. B. TENNENT, Meier-Frank, Portland, Oregon.

C. E. WILSON, The Killian Co., Cedar Rapids, Iowa.

R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.

Detroit Affiliates with I. A. D. M.

AMONG the events of interest to display men which has happened during the past month is the application made by the Detroit Display Men's Association for a charter as a local of the International Association of Display Men. This step has been contemplated for a long time but it was only in the past few weeks that definite action was taken.

The application contains the names of some twenty members and it is expected that other names will be added in the near future.

On October 14th, the annual meeting of the Detroit local was held and the reports of the officers and committees showed that satisfactory progress had been made during the past twelve months. L. A. Rogers, who has been active in the affairs of the International Association for a number of years, gave a splendid address relative to the part to be taken by the display men in helping to win the war.

The officers for the ensuing year were elected as follows:

President, Charles F. Wendel, display manager, J. L. Hudson Company; vice-president, L. A. Rogers, display manager, Klines; secretary, E. B. Wiley, display manager, Cunningham's; treasurer, Howard McKinnon.

The directors were elected as follows: G. K. Higginbotham, display manager, F. G. Clayton Company, chairman; H. E. Whitlam, R. H. Fyfe & Company; Oscar Klausner, Newcomb Endicott Company, and Roy Brown.

The Membership Committee is composed of Robert Benning, H. Drouillard and L. Shapiro. L. A. Rogers is also chairman of the Publicity Committee.

It is to be hoped that the action taken by the Detroit men will set a good example for display men in other cities where the opportunities for forming local organizations are not being acted upon as they should be.

Bear this in Mind

MEMBERS of the I. D. A. M. who contemplate entering photos in the next prize contest should bear in mind two important changes made in the rules at the last convention.

Except in the classes which specifically call for colored photos, only black and white photos will be admitted.

In the past the judges have had great difficulty in determining the real value of photos because of the different toned papers used in printing. The best judgment can only be passed by comparing photos of one shade and as blacks and whites are by all means the best on which to form a basis of comparison it was determined that all entries should be in black and white only.

This early notice is given in order that contestants may have time to prepare their entries in this way.

Another rule relates to the entry of the same photo in more than one class. Hereafter this will be prohibited.

If the contestant feels that a certain photo shows better as a merchandise display he can enter it in the class of merchandise to which it rightfully belongs, but the same photo cannot be entered as competing with others for the arrangement of artificial flowers or the backgrounds or in other more or less accessory entries.

Of course, complete rules will be given in ample time for all contestants to make their entries in the proper way but these changes had better be borne in mind during the year.



IF YOU haven't read the announcement of the MERCHANTS RECORD AND SHOW WINDOW contest for 1918-19, do so at once. Several classes have been added and twenty-one valuable prizes will be awarded the winners. Get an early start. Hundreds of photographs were submitted last month.

Movements of Display Men

LOUIS C. LEAY, formerly with Dives, Pomeroy & Stewart, Pottsville, Pennsylvania, has been called by Uncle Sam for military duty.

FO. GLANDER, formerly with A. Starr Best, Chicago, is now in charge of the windows for Lyman, Lay & Company, Kewanee, Illinois.

LEE CURTIS ROSE of Pontiac, Michigan, has accepted a position in the decorating department of the J. L. Hudson Company store, Detroit, Michigan.

PA. LANGDON, recently of Huntington, West Virginia, and Easton, Pennsylvania, is now connected with Harrison & Dalley, importers and retailers, Nyack, New York.

H. J. REMICK is now display manager for the Puritan Clothing Company, Syracuse, New York. He was recently employed in the profession at Portland, Maine.

LESLIE A. MANNE has resigned as display manager for Brandon-Durrell Co., South Bend, Indiana, to accept a position as salesman for the Durfee Manufacturing Co., Grand Rapids, Michigan.

WH. JOYNER has resigned as display manager for Dannenburg's, Macon, Georgia, and is now employed in the profession at Little Rock, Arkansas.

L. L. WILKINS, Jr., formerly display manager for Perkins Bros. Company, Paris, Texas, is now in charge of the decorating department for the Crook-Record Company, Paris, Texas.

C. T. WILKERSON is now in charge of the windows for the Model Clothing Company, Ada, Okla. He was formerly display man at the Grand Leader, Quinton, Okla.

JACK NICHOLSON, formerly assistant to J. R. Trewhella, display manager for Best & Co., New York City, has been appointed display manager for J. R. Newman & Sons, Pittsfield, Mass. He began his new duties last month.

THEO. G. GORDON is now display manager for The Hub Clothing Company, El Dorado, Kansas. He was formerly employed in Minneapolis, Kansas.

L. H. ALLEN has resigned his position at Richfield, Utah, and is now engaged in the display profession at Marysville, Utah.

SAMUEL R. WEISS, display manager, The Emporium, Detroit, Michigan, was in Chicago recently making purchases of Christmas decorations.

C. A. F. SMITH, formerly display manager for C. Siegel's, Grand Rapids, Michigan, is now in charge of the window displays for Herpolsheimer Company, Grand Rapids.

J. M. W. YOST, one of the most popular and widely known display men, has been admitted to the aviation service. He reported to the aviation training camp at Arcadia, Florida, October 21st.

WILLIAM J. MONTGOMERY, formerly assistant to Herman Frankenthal, display manager for B. Altman's, New York City, has joined Uncle Sam's fighting forces.

GEORGE F. McCORMACK, formerly with the Fitchburg Dry Goods Company, Fitchburg, Mass., is now in charge of display work for E. S. Brown & Company, Fall River, Massachusetts.

AARTHUR W. MERRY has resigned as display manager for Baumgartner's, Detroit, Michigan, to accept the display manager's post at the B. R. Baker Company, Toledo, Ohio.

C. L. FORMAN, formerly display manager for Sloan-Buchan Company, East Liverpool, Ohio, is now employed in a similar capacity by the Erlanger Dry Goods Company, Alliance, Ohio.

OWEN ROSSITER, formerly display manager for Lord & Taylor, New York City, is now connected with the Gorham Company, silversmiths, New York. He is in charge of the windows and interior art exhibits.

Kansas Display Men Meet

First annual meeting of Kansas Display Managers Association convenes at Wichita—Interesting and instructive demonstrations given by widely known artists—Topeka chosen as next convention city.



THE display men of the state of Kansas conducted a most successful convention and exposition at the Eaton hotel, Wichita, Kansas, October 7, 8 and 9. Men employed in the display profession were present from all parts of the state and when R. T. Whitnah, display manager for Crosby Bros., Topeka, Kansas, and president of the state association called the meeting to order, Monday morning, October 7th, there were over one hundred in attendance.

Robert Campbell, chairman of the Wichita loyalty clubs was to have welcomed the display men but illness prevented his attending.

J. H. DeWitt, president of the Wichita Association of Display Men welcomed the members and then gave an interesting talk on the art of window decorating. He spoke of the early days of window display, when cheese cloth was extravagantly used, and traced the evolution of the art to the present day.

E. D. Parr, of Topeka, vice-president of the state association gave a demonstration of the proper handling of men's neckwear in combination with the use of cut-outs. Mr. Parr is widely known for his cleverness and originality and his demonstration was one of the gems of the program. In his dem-



MEN'S EVENING WEAR DISPLAY BY J. H. EVERETTS, WICHITA, KANSAS.



NECKWEAR DEMONSTRATION BY E. D. BARR, TOPEKA, KAS.

onstration Mr. Parr used as models, cut-outs of the country's three war presidents, Washington, Lincoln and Wilson. He used the national colors and his work not only aroused the interest of his audience but its patriotism as well.

The morning session was adjourned at this point and after luncheon E. Leo Harris, secretary and treasurer of the Wichita Display Men's Association, gave a most interesting and instructive demonstration of form draping. Mr. Harris did not cut the material, and with the use of pins and elastic bands he fashioned several of the latest creations in a manner that elicited great applause from those in attendance.

Fred Whitlock, of Spines Clothing Company, Wichita, gave a demonstration on card writing. Mr. Whitlock is a master of the art and creates some chickory effects in poster work as well as window cards. The demonstration was well received and watched with interest by the convention. A demonstration on the



DISPLAY OF MEN'S CLOTHING BY CARL MEIER, CHICAGO.

proper handling of men's wear by Carl F. Meier, of Chicago, was next on the program but Mr. Meier substituted the demonstration with a rousing talk on the advantages of organization. The first day's business session was then adjourned.

The second day's session opened with a demonstration of scenic art work by Hugo Miller, Chicago, and this demonstration was one of the features of the second day of the meeting.

R. S. Griffiee, of Salina, gave the address of the morning, which centered about the advantages coming to display managers from joining in the association. He also talked of the loyalty and patriotism of display men of America, and particularly of those of Salina. Mr. Griffiee said:



SHOW CARDS BY FRED WHITLOCK, WICHITA, KAS.

"I am proud to say that every member of the associated display men of Salina is whole heartedly and unreservedly with the colors. Several of our members are in France, some of them having already gone "over the top." Out of a membership of 14 active members only four of us remain at home, and all four of us are here at this convention.

"It is through close cooperation and hard work on the part of those concerned that perfection is attained. None of us knows it all. I may be an adept at one particular thing, and you may have me skinned to death at another. That is where the greatest benefit of our association comes in."

Adjournment was taken at this point.

When the afternoon session was called to order announcement was made that A. Schiodt, of Hutch-



FRONT AND REAR VIEWS OF DRAPE EXECUTED BY E. LEO HARRIS BEFORE THE KANSAS DISPLAY ASSOCIATION CONVENTION.

The shoulder straps and bodice is a $2\frac{1}{2}$ -yard piece of ribbon, caught over the shoulders with lingerie clasps. Over the ribbon bodice is a $1\frac{1}{2}$ -yard piece of opalescent banding, wound twice around. In the rear view, the cascades had as a background the same opalescent in a flouncing. Width $1\frac{1}{4}$ yards. Six yards of taffeta silk was shirred under the rubber banding for the skirt cascades. Color scheme was lilac and pearl.

inson, who was to have given a demonstration on window backgrounds was unable to be present due to illness, but R. T. Whitnah substituted with an interesting talk, illustrated with charcoal drawings, various effects that can be given the windows by the use of horizontal and perpendicular lines as a decorative medium. Following Mr. Whitnah, J. H. Everetts, of Wichita, set up a most effective display of men's evening dress.

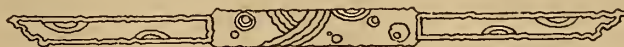
Carl F. Meier, Chicago, then arranged a display of men's clothing. A newspaper representative present described this demonstration as follows:

"As a piece-de-resistance, Carl F. Meier, of Chicago, dressed a display of men's clothing. His work was interspersed with brilliant sallies which kept his audience in an uproar and the real wizardry with which he worked was astounding. Explaining each move he made, he held the undivided interest of the convention and at the close of his demonstration he was given a round of cheers."

Mr. Meier's exhibition closed the actual demonstrations for the day and the delegates adjourned to the Kansas club where they were banqueted.

The visiting delegates were royally entertained during their visit to Wichita, the party visiting the International Wheat Show at the Wichita Fair and Exposition after the demonstrations of the first day, and in the evening were guests at the Princess theatre. Tuesday, the delegates were banqueted at the Kansas club, afterward attending a ball given in their honor at the hall of the S. and D. of J.

According to the decision of the convention, Topeka will be the meeting place in 1919, the convention to be held during the month of May. At that time prizes will be offered for photographs of the best window displays and show cards entered in competition at the second annual convention of the Kansas Display Managers Association.



Asked and Answered

Painting on Composition Board

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department.

As a subscriber to your splendid magazine, I would like to have you answer the following questions:

1. What white is generally used in painting a window background—gloss, semi-gloss or flat white?
2. What procedure should be followed in painting on Ceil board or other similar boards?
3. Is white alabastine all right? I want a paint that "won't rub" and one that is quickly applied and that may be used for some time.

R. C. R.

Answer—Flat white is the best to use when you desire a good permanent finish. Ordinarily composition or wall boards are already sized, consequently paints or other finishes can be applied at once. Alabastine may be used if you desire, but there is the difficulty that arises from its use since this finish soils or finger marks easily and they cannot be erased, while on a painted surface such defacements are readily washed off.

Practice Will Overcome Difficulty

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

I am enclosing sample of my work. I have been using round brushes, sable, sizes 6, 8, 9 and 10, but find it extremely difficult to make an even, straight line. Ragged edges invariably show. I use Carter's Velvet ink. What is your suggestion? I might add that I've been at it about one month. I am studying the articles written by your Mr. Hess.

Very truly yours,

T. M. H.

Answer.—Keep at it, you are doing very well and with practice you will soon find that making straight lines will be very simple. The style brush and sizes are O. K. and ink is satisfactory. You could have no better instructor than G. Wallace Hess, recognized as the leader in pen and brush lettering.

Removing Putty From Glass

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

May I request information regarding the removal of putty and grease from plate glass? We have a large quantity of plate glass stored in basement but is literally covered with stains.

I take this opportunity of expressing my great appreciation of MERCHANTS RECORD AND SHOW WINDOW. I can't get along without it.

Trusting that I will see answer in next issue, I am,
BOOSTER.

Answer—To remove all kinds of greasy materials from glass, and to restore brightness, use a paste made of benzine and burnt magnesia of such consistence that when the mass is pressed between

the fingers a drop of benzine will exude. Take a wad of cotton and dipping in the mixture go over entire surface of the glass. Rub well. One rubbing is usually sufficient. Having dried, any substance remaining on the glass may be easily brushed off.

"B" Is Right

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

Would you kindly decide the following: A claims that the three Tertiary colors are present in the Rainbow colors; B claims they are not. Which is right?

C. C. D., Sioux City, Iowa.

Answer—B wins. The three tertiary colors are not present in the prismatic or rainbow colors. They are produced by a combination of all three primary colors at the same time, and only two colors are combined simultaneously in the prism or rainbow.

A Snow Storm

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

I desire to be informed through the valued Asked and Answered Department just how I may get a good snow storm effect. Any suggestion will be greatly appreciated.

Yours truly, G. F. W., Woonsocket, R. I.

Answer—Cover the bottom of your window with a quantity of cotton batting, and dust well with powdered mica or white frosting. Place several incandescent lights so that they will be hidden from view. Secrete several electric fans in various parts of the window, and, lastly, throw three or four pounds of goose-down into the window and start up the fans. You will not only have a regular snow storm, but a blizzard, and any central figure will be seen as having a fight with the elements.

FROM THE ART OF DECORATING.

Surface Bronzing

MERCHANTS RECORD AND SHOW WINDOW,

Asked and Answered Department:

Can you give formula for giving the surfaces of wood and plaster Paris figures a metallic appearance?

Thanking you in advance, I am,

Yours truly, M. R. F., Holyoke, Mass.

Answer—First give the surface of the figures a coat of oil or size varnish, and when nearly dry apply with cotton or a camel hair pencil any of the metallic bronze powders. The same effect will result by placing the powder in a small muslin bag and dusting over the surface. Afterwards finish off the surface with wad of linen. The surface should be then varnished.

Twenty-Seven Arguments

Powerful patriotic display by Jack Ralston, Houston, Texas, represents twenty-seven departments of war work and is complete in minutest detail—"The Arms of Victory" the central theme.



"THE ARMS OF VICTORY" window display by Jack Ralston, display manager for Levy Brothers, Houston, Texas, was not only a triumph of decorative art, but one of the finest pieces of allegorical work ever seen in Houston.

Reproduced herewith is halftone illustration of the display which represents not alone one war activity but cleverly illustrates and emphasizes 27 departments of conservation and war work the government is asking the people to encourage and support.

The title of the window is taken from these various projects, each of which is an "arm of victory."

The central theme of the display is a beautiful figure of Columbia, magnificently draped in flowing robe of white and overdressed with a large American flag of fine silk.

From her hand, like the reins of a many horse team, extends white ribbon, each leading to one of the 27 individual exhibits which make up the grand ensemble.

These various exhibits are very cleverly placarded.

The display covers practically every phase of the war at the front and every activity being fostered by the government at home.

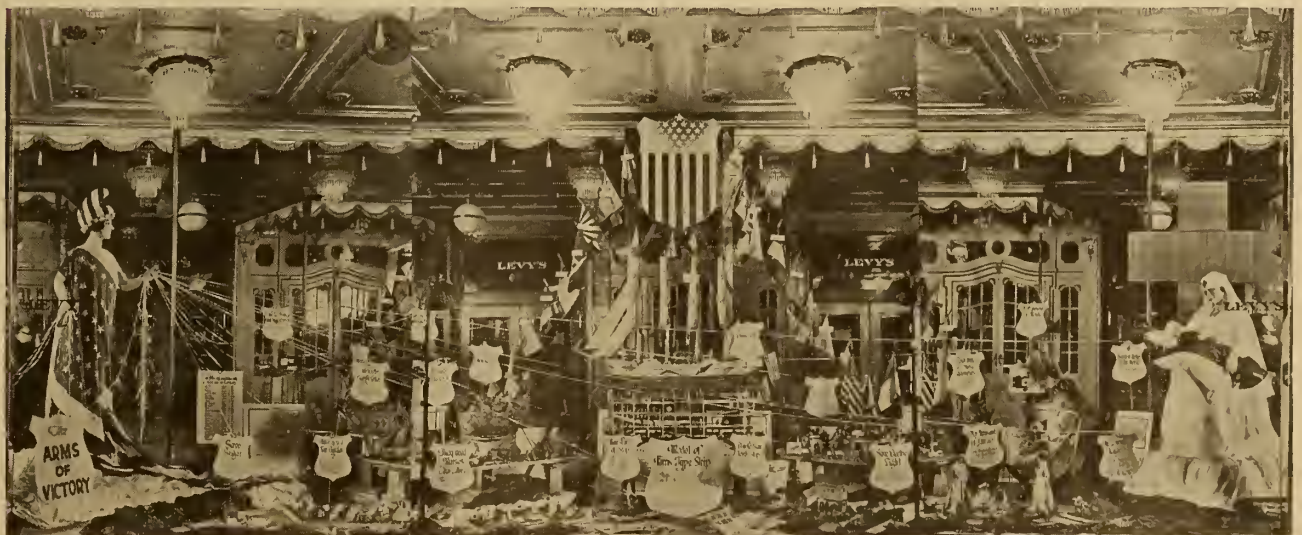
At the extreme right of the display is a Maxim

machine gun, with cartridge belt ready to feed to the gun; nearby are a stack of U. S. regulation rifles of the latest model. There are ammunition belts, gas masks, bayonets, spades with which the soldiers "dig in," and every other implement of warfare used in the present times is either shown or typified. In this section of the display is an airplane propellor from one of the largest machines and a quantity of cloth from which the wings of an airplane are made.

Another section of this display represents the Red Cross and its varied activities. The principal figure employed is a copy of the famous painting "The Greatest Mother in the World." It represents the Red Cross mother holding a wounded soldier. There are represented in this section also all the varied activities of the Red Cross at home, from knitting to the gathering of peach pits to make gas masks. A Red Cross base hospital in miniature is shown, with models of soldiers, cannon, nurses, etc.

A military camp somewhere in France shows splendid detail and artistic execution. The slogan: "Write cheerful letters to the boys over there," is accented in this phase of the display.

Uncle Sam's shipbuilding program is shown by a correct model of a Ferris type wooden ship in course of construction.



"ARMS OF VICTORY" DISPLAY BY JACK RALSTON FOR LEVY BROS., HOUSTON, TEX.

Who's Who in the Profession

FEW men of the profession are more favorably known than O. E. Wheete, the aggressive display manager for the Halliburton-Abbott Company, Tulsa, Oklahoma. For years he has been recognized as one of the leaders in the art of display and his connection in the field has been most interesting and successful.

Mr. Wheete's first experience in his chosen profession was in a Pacific Coast store, where he acted as first assistant to the head decorator. For three



O. E. WHEETE.

years he served in this capacity, all of the time applying himself to the finer points of the game. Leaving his first position, he went to Texas, where for five years he had charge of the windows for two of the largest stores in the state. It was while engaged in this position that a flattering offer was presented to him to take charge of the windows and interior display for the Pegram Dry Goods Company, Muskogee, Oklahoma. Here, Mr. Wheete had two hundred and fifty feet of window space and his artistic and original treatment of displays immediately became known throughout the south.

After four years' service at the Pegram store he accepted the display manager's post at the Hunt Company store, Tulsa, and it was while employed by the latter concern Mr. Wheete brought to the fore his extraordinary ability in designing. The handsome new front installed about eighteen months ago by the Hunt Company was designed by the display manager, as were also the beautiful window backgrounds.

Mr. Wheete resigned as display manager for Hunt Company a little over a year ago to accept a more important post with Halliburton-Abbott Company, Tulsa, Oklahoma, where his work is attracting nation-wide attention.

The awards and prizes won by Mr. Wheete are too numerous to mention, but include a beautiful collection of loving cups, medals and ribbons offered in national and local competitions. He is an enthusiastic member of the International Association of Display Men and is firm in his belief that every display man should affiliate with this big, progressive organization.



ROY H. HEIMBACH.

THE display profession can boast of no more enthusiastic member than Roy H. Heimbach, display manager for Clarke Bros. Stores, Scranton, Pa.

He was born in Allentown, Pa., October 31, 1889, and after finishing a high school course became assistant window decorator to one of Scranton's display men. Mr. Heimbach immediately gave evidence of being "at home" in this line of work and he has not



ROY H. HEIMBACH.

engaged in any other line since his first position which he assumed when the display manager was taken ill for a few days. The display man's illness was Mr. Heimbach's opportunity, for after he had exhibited his ability the store manager informed him that he was to assume charge of the decorating department of that store.

Leaving this position Mr. Heimbach spent one year in the decorating department of the John Wanamaker

\$30⁰⁰ Set of Show Card Writing Lessons

\$5.

Comprising the Complete Set of Alphabet Plates with Instructions Formerly Used by the Economist Training School of New York

THROUGH the consolidation of the Economist Training School with the Koester School, we acquired all of the Alphabet and Instruction Plates formerly used by the Economist Training School in their show-card writing course.

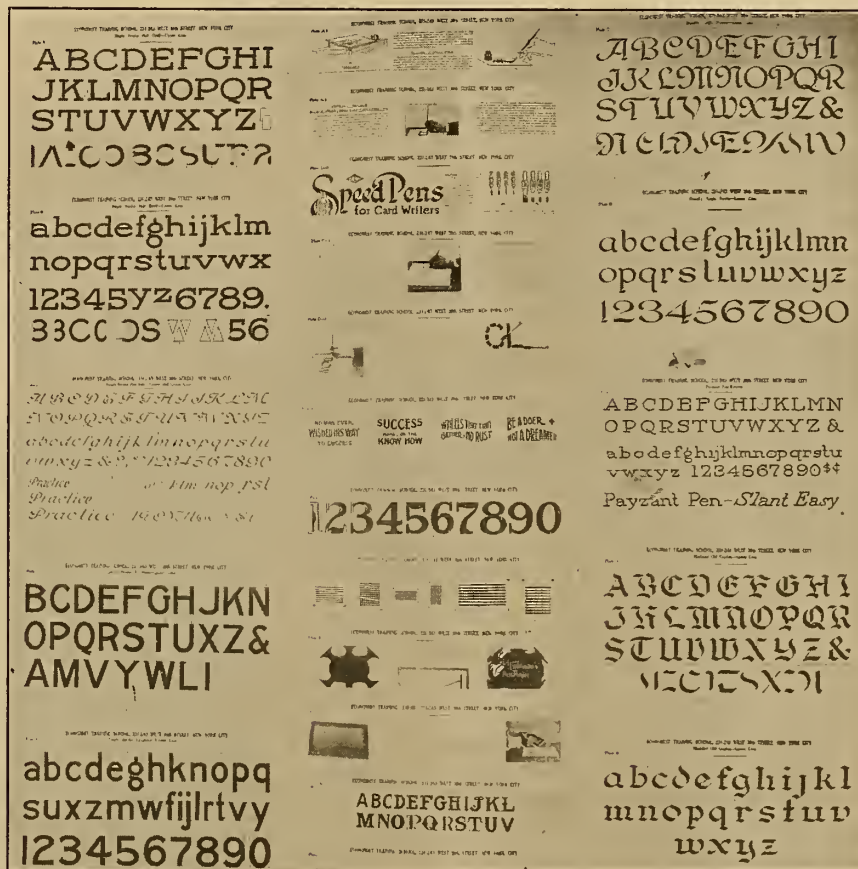
We now offer this complete course at the remarkably low price of \$5.00.

This offer presents a splendid opportunity to every ambitious young man to procure a practical course of instruction in show-card writing at a price wholly within his reach, no matter what his income may be.

This offer does not include examination or correction of lessons.

A FEW OF THE SUBJECTS CONTAINED IN THE COURSE.

- How to Do Quick Flat Brush Lettering
- How to Chisel or Trim the Brush for Flat Stroke Work
- Relative Proportion of Various Letters
- How to Use the Payzant Pen
- How to Do Soennecken Pen Work
- How to Use Colors
- How to Make All Kinds of Inks
- How to Paint Cardboard
- How to Use Small and Flock
- How to Use Water Color Bronze
- How to Use Dry Bronze
- How to Use Bronze Liquid
- How to Use Flitter and Diamond Dust
- How to Letter on Silk
- How to Paint on Dill Cloth
- How to Make Cloth Signs
- How to Letter on Glass
- How to Make Effective Price Tickets
- How to Do Round Writing
- How to Do Relief Air Pencil Work
- How to Use the Painter's Board
- How to Use Dill Colors
- How to Make Patterns for Layouts
- How to Make and Use Effective Show Card Stencils
- How to Use Silhouettes
- How to Do Spatter Work
- How to Design Clever Subject Show Cards
- How to Make Quick Floral Embellishments
- Home Made Border Gauge
- How to Rule Margin Lines
- How to Layout Show Cards
- How to Plan Curved Layouts
- "Don'ts" for the Card Writer
- Things to Remember
- Special Show Card Pointers
- Mammoth and Speed Pen Strokes—actual size
- Scale of Prices for Show Card Work
- Scale of Prices for Muslin Work



A FEW OF THE 32 LESSON PLATES CONTAINED IN THE ECONOMIST TRAINING SCHOOL CARD WRITING COURSE

13 single-stroke alphabets.

There are a total of 32 lesson plates size 12 1/2 x 19 inches.

Every detail is so fully explained that mastering the course is simply a matter of careful study and practice.

**An opportunity you can't afford to overlook
No more can be had when this lot is sold**

If you are interested in show card writing, this is your one chance of getting a real BARGAIN in card writing instruction. The Alphabets are in full size and have duplicate plates printed in tint for you to practice on. The number is limited, and you should get your order in at once, because we expect the low price will close out the entire lot very quickly.

Use This Order Blank

THE KOESTER SCHOOL, 314 S. Franklin St., Chicago,

Please send, postage prepaid, the Economist Training School Correspondence Lessons at your Closing Out Price of \$5.00 Remittance herewith.

Name

Address

Town State

Remittance must accompany your order—

Not sent on approval or C. O. D.

ACT QUICKLY

A limited number of sets only

The Koester School

314 S. Franklin St., Chicago

store, Philadelphia. A flattering offer took him from the Wanamaker store and we next hear of him as display manager for Clarke Bros. Stores, Scranton, Pa., the window work of eight stores being in Mr. Heimbach's charge. For over six years he has occupied this important post and his work has attracted much attention throughout the country. Mr. Heimbach's ability is widely recognized and he is very often consulted on the many phases of display work. His articles which have appeared in *MERCHANTS RECORD AND SHOW WINDOW* were intensely interesting and of great value to the men in the profession.

Mr. Heimbach says that what share of success he has attained in the display profession, he owes in most part to "the helpful and inspiring pages of the display man's greatest guide, *MERCHANTS RECORD AND SHOW WINDOW*, together with a natural ability for the quick development of assistants."

HOW many men know what the Rotary Club is? The organization has branches in most of the prominent cities. Meetings, usually luncheon meetings, are held frequently, and a lot of good work is accomplished.

In my experience, I find that window settings made and finished with care and neatness obtain big results for the firm and in nine cases out of ten, they can be turned over for about half cost when you have finished using them. Many concerns see the advantage of a larger appropriation when the usual dead stock has been turned into cash at the end of the season.

For Our Advertisers

Displaymen's Hammer

This little hammer is hammering its way into popularity all over the country. The name is "Walters' Ideal Pocket Hammer," invented and patented by a veteran displayman, solely for use of displaymen. It is exactly four and a quarter inches long, highly nickeled, strong and durable. It is equally



useful for driving and pulling nails, tacks and pins, also performs the functions of a screw driver.

There could be no more useful or appreciative Christmas remembrance. You displaymen can perform a very nice little courtesy by surprising your friends in a distant city with one of these hammers at Christmas time. Mr. Walters will mail hammer direct, enclosing your "Merry Christmas" card. The advertisement appears in this issue.

New Chicago Fixture House

A short time ago there appeared on the doors of Suite 401, Medinah Building, Chicago, the following:

"L. & L. Fixtures of the Better Kind." The first "L"

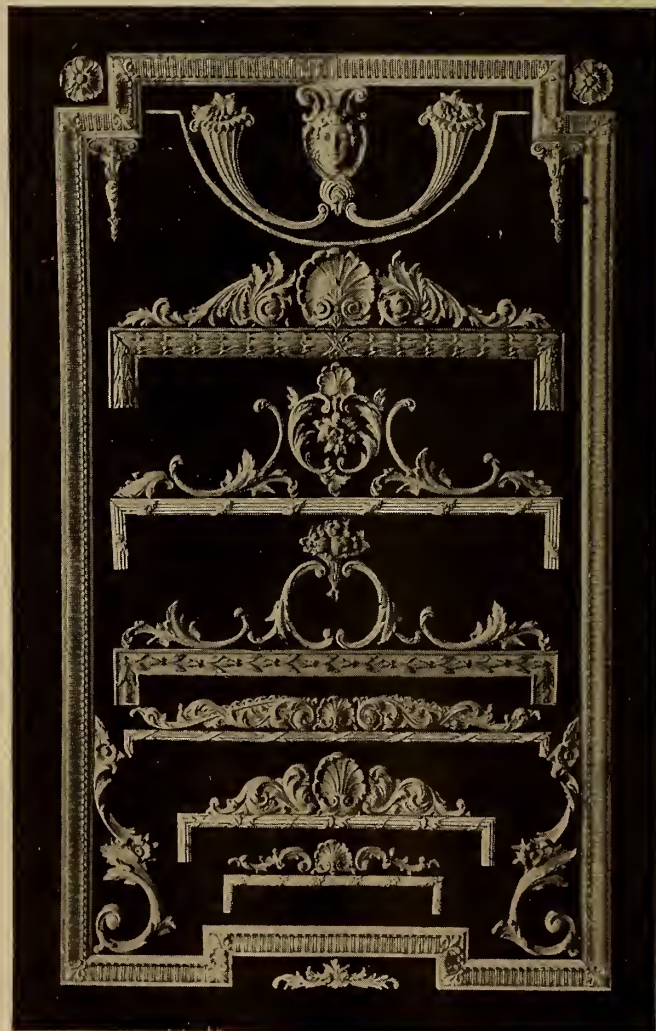
represents the well known and popular fixture salesman, Irving S. Levine, who is well known in the Chicago and middle west fixture market. The other "L" stands for Albert Leiber, a successful retail clothing merchant, who is interested in a chain of stores. The combination spells success for this firm. Readers are requested to look for their business announcement, to appear in the January issue.

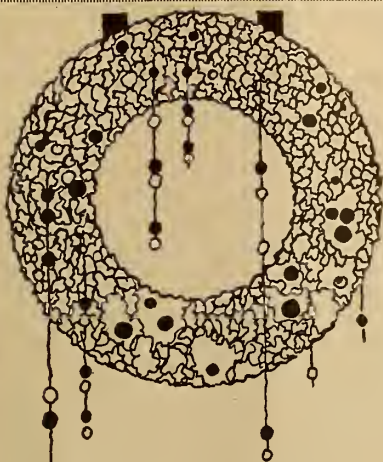
Oil Paintings for Windows

The attention of display men is called to the Henry Kratzner advertisement appearing on another page of this issue. Mr. Kratzner is recognized as one of the leading scenic artists in the country, having painted window and interior scenes for many of the country's leading stores. His work has recently attracted great attention along State street, Chicago, where several of his war scenes were placed in the windows.

Beautiful Ornaments

Illustrated here are a few of the many designs of carved ornaments offered by the Ornamental Products Company, 52 Fourteenth Ave., Detroit, Michigan. The use of these ornaments enables display men to create beautiful background and screen effects and they are also very practical for pedestals and plateaux. They are easily attached and in addition to their practical use suggest many original ideas. Write for a catalogue.





No. 1918

Above wreath is four feet in diameter and is made of Cutout Window Board and hand painted in tones of blue and green, relieved with painted red berries. Very effective.

Price, each, \$7.00; Per dozen, \$60.00

Make your Christmas Show Window and display look interesting by using a few good "cut-out" pieces such as are shown here.

They are very effective and are inexpensive; can be placed in your window in just a few minutes. Try them.

Special decorations for Patriotic Show Windows made up on request.

No. 1919

Holly tree and flower box (on right) is a Decorated Cutout made of Window Board, reinforced with wood strips and made so that it will stand in any part of Show Window. Beautifully colored. Size, 2 ft. wide by 6 ft. high.

Price, each\$10.00
Per dozen 80.00

WRITE EARLY

Do not fail to visit our Show Rooms and Studio when in Chicago

The BODINE-SPANJER ©

Designers and Manufacturers of Decorative Backgrounds for Show Windows

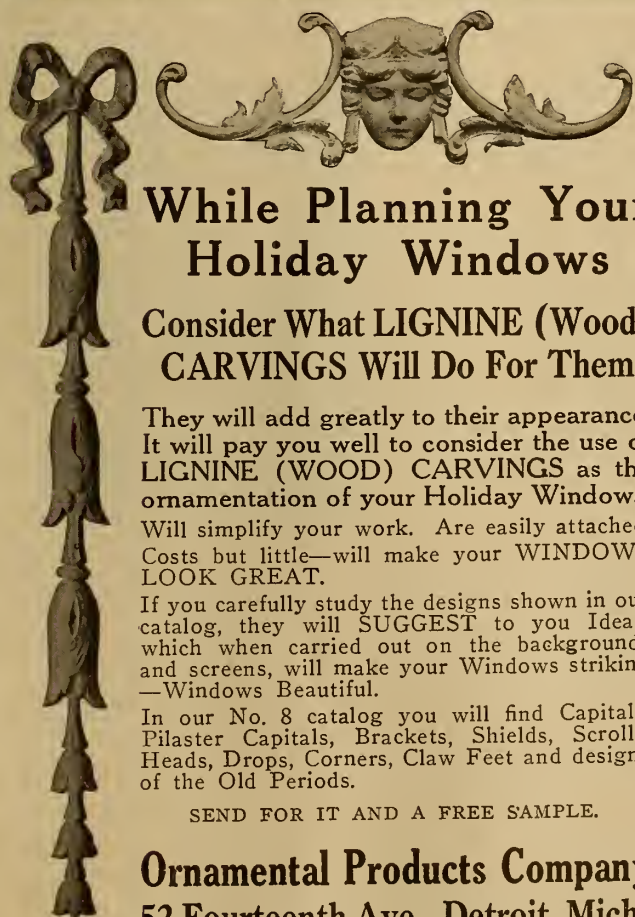
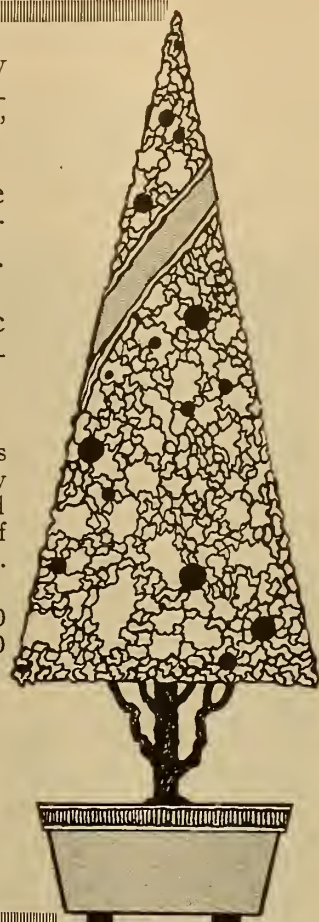
1160 CHATHAM COURT, CHICAGO

Phone Diversey 2585

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north; get off at

Division St. and walk 1 block west to Chatham Ct.

GEORGE A. SMITH, Eastern Representative, 1777 Broadway, NEW YORK, N. Y.



While Planning Your Holiday Windows

Consider What LIGNINE (Wood) CARVINGS Will Do For Them

They will add greatly to their appearance. It will pay you well to consider the use of LIGNINE (WOOD) CARVINGS as the ornamentation of your Holiday Windows. Will simplify your work. Are easily attached. Costs but little—will make your WINDOWS LOOK GREAT.

If you carefully study the designs shown in our catalog, they will SUGGEST to you Ideas, which when carried out on the backgrounds and screens, will make your Windows striking—Windows Beautiful.

In our No. 8 catalog you will find Capitals, Pilaster Capitals, Brackets, Shields, Scrolls, Heads, Drops, Corners, Claw Feet and designs of the Old Periods.

SEND FOR IT AND A FREE SAMPLE.

Ornamental Products Company
52 Fourteenth Ave., Detroit, Mich.

Promote Self Service

and make buying easy in Show Rooms and Stores by attractively displaying your merchandise and values on Frankel forms and fixtures; thereby overcoming, to a great degree, the serious problem of labor shortage.



Established 1888 and Still Growing

Write for samples and catalogs.



MANUFACTURERS

1140 to 1146 Broadway at 27th Street
NEW YORK

Art Panels for Window Backgrounds

L. Baumann & Company, Chicago, in its latest catalogue, features a line of art panels for window backgrounds that is bound to prove exceedingly popular with display men.

These beautiful decorative panels, which may be obtained at a very low cost, will greatly assist the display man whose allowance is not great enough to make it possible for him to purchase the handpainted scenic work, and the general



effect of these panels designed by leading decorative artists, in many cases, is far superior to a great quantity of hand-painted work now on the market.

The designs are reproduced on heavy, durable paper and may be easily mounted on composition board or can be pasted on muslin and set in a frame. The panels are beautifully colored and a great variety of subjects are shown.



Onli-Wa Wood Fixtures

The Onli-Wa Fixture Company, Dayton, Ohio, is now presenting a new line of wood fixtures in addition to their popular Onli-Wa metal fixtures. The new line meets the demand for artistic and practical display fixtures of wood and are of the same high standard that made Onli-Wa metal fixtures in such great demand by display men throughout

the country. Two new catalogues showing the latest styles and ideas in Onli-Wa wood and metal fixtures are now ready for distribution and display men should at once acquaint themselves with the many new styles of fixtures offered by this popular fixture house.



Palmenberg's Chicago Representative

The many friends of Clinton E. Smiley, one of the members of the board of directors of Palmenberg's, Inc., New York, will be glad to know that he is now located in Chicago as the Western Sales Manager of his firm. That Mr. Smiley will be successful goes without saying. He has energy, personality and a knowledge of the display fixture business that ranks him as one of the leading salesmen in the trade.

It is understood at this writing that "Smiley" has not yet decided upon a permanent location for his Chicago display and salesroom, but he and his good wife are comfortably settled at the Hyde Park Hotel, where they are welcoming their many friends.



Free Book for Display Men

There has just been turned out by the printer what is probably the most complete catalogue of wood fixtures ever attempted. The designs cover all of the art periods; the display fixtures include stands, tables, plateaux, mirrors, screens and backgrounds.

The catalogue has four sections, for haberdashery, shoes, millinery and department stores. One section is devoted to complete unit trims of various lines of merchandise by expert displaymen. Another section describes and illustrates specially designed display case for exclusive shops. There is still another section of this catalogue devoted to illustrations for window background suggestions.

These products are turned out in various natural wood finishes, gold and metallic, also enamel in all practical shades. This book is published by the Decorators Supply Company, 2547 Archer Ave., Chicago, the well and favorably known company that was established in 1887.

Readers of this journal are invited to send to the above named company for a copy of this unusual catalogue.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Merchants Record and Show Window, published monthly at Chicago, Illinois, for October 1, 1918. State of Illinois, County of Cook, ss. Before me, a notary public in and for the state and county aforesaid, personally appeared J. F. Nickerson, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Merchants Record and Show Window, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, The Merchants Record Company, 431 South Dearborn St., Chicago, Ill.; editor, James W. Foley, 431 S. Dearborn St., Chicago, Ill.; managing editor, J. F. Nickerson, 431 S. Dearborn St., Chicago, Ill.; business manager, J. F. Nickerson, 431 S. Dearborn St., Chicago, Ill. 2. That the owners are: Jos. F. Nickerson, 431 S. Dearborn St., Chicago, Ill.; H. C. Curtis, Oak Park, Ill.; George H. Lamberton, 431 S. Dearborn St., Chicago, Ill.; Charles A. Ward, 31 W. Lake St., Chicago, Ill.; H. C. Maley, 1818 E. 71st Pl., Chicago, Ill. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) There are no bond holders, mortgagees, or security holders. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. J. F. Nickerson.

Sworn to and subscribed before me this 28th day of September, 1918. Samuel E. Childs.

(My commission expires Nov. 4, 1920.)

Smiley is in Chicago

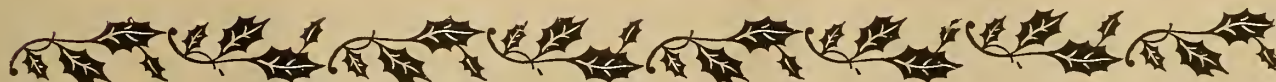
YOU all know Clinton E. Smiley, who is out there shaking hands with his old friends and making new ones. He will, in due course, have permanent, fully equipped headquarters, representing

J. R. PALMENBERGS SONS, INC.

Manufacturers of Everything to Display Anything

A CONSOLIDATION OF
PALMENBERG NORWICH KINDLIMANN
Est. 1852 Est. 1879 Est. 1887

63 and 65
West 36th Street
New York



W. T. GEISSINGER
PATENTEE AND
MANUFACTURER

MADE IN
U. S. A.

"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET
PATENTED JANUARY 16, 1917

Looks Just Like Professional Lettering

Spring

THIS IS THE STYLE OF TYPE OF
MY ALPHABET

Offerings

82 SIXTEENTH AVENUE
LONG ISLAND CITY, NEW YORK

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"

Catch Phrases

*Snappy Expressions For Show Cards and Advertisement Headings —
Some Are Original, Some Borrowed — All Are Short
and To The Point and Bound To
Attract Attention*



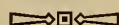
GLOVES FOR WINTER
GLOVES THAT LOOK WELL
FIT WELL, WEAR WELL, SELL WELL



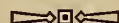
QUALITIES THAT ARE DEPENDABLE
PRICES THAT HAVE NO COMPETITION
ONCE A CUSTOMER—ALWAYS ONE



OUR QUALITY IS THE HIGHEST
OUR PRICES THE LOWEST
SEE OUR MANY SURPRISES



CLOTHES EXPRESSION OF JUDGMENT
GOOD CLOTHES CREATE IMPRESSION
LET US FIT YOU



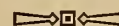
FOR THE LITTLE FELLOW
SUITS CUT ON MANNISH LINES
NEW, NOBBY AND NEAT



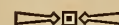
THE MOST UP-TO-DATE SHOWING
GOWNS THAT WILL PLEASE
WINDOW SHOWS THE ADVANCE GUARD



THESE PRICES STAND INVESTIGATION
RUGS SECURED IN INTERESTING WAY
SOLD AT INTERESTING PRICES



UNUSUAL SUIT AT UNUSUAL PRICE
PERFECT GARMENTS—BEST FASHION
QUALITIES THAT ARE DEPENDABLE

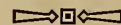


THE NEWS OF GOOD CLOTHING
EXTRAORDINARY FABRICS—RIGHT
PRICES
FOR SELF-RESPECTING MEN

PRICES JUST EVEN WITH QUALITY
OVERCOATS BUILT TO GIVE WARMTH
OVERCOATS THAT SUIT



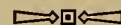
LOOK AT OUR GOODS
NOTE OUR PRICES
SATISFACTION—QUALITY GUARANTEED



IF LOW PRICES ARE LOUD TALKERS
YOU'LL HEAR SOME NOISE
FROM THESE MARK-DOWN SUITS



STRONG SUITS DOUBLY DESIRABLE
GOOD ENOUGH FOR SUNDAY
STRONG ENOUGH FOR EVERY DAY



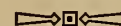
HIGH-GRADE HOSIERY—LOW PRICES
MERCHANDISE HE WILL LIKE
BUY NOW!—THEY'LL NOT LAST FOREVER



THE LATEST IN WOMEN'S DRESSES
IF PRICES TEMPT YOU
THE QUALITY WILL PLEASE YOU



THE RIGHT SORT AT RIGHT PRICES
A STUNNING GOWN
AT A STUNNING PRICE



ALL ARE DESIRABLE AND REASONABLE
"FAIRNESS AND PRINCIPAL" OUR MOTTO
NEW MODELS—COUNTLESS STYLES



PRICE HAS A LOUD VOICE
THE QUALITY OF THESE IS
UNSURPASSED
QUALITY AND PRICE GO HAND IN HAND

Spread the True Christmas Spirit

Show your customers and the passersby that in your store at least they will find the true Christmas spirit. No use telling you that the more you can arouse sentiment for Christmas, the larger your sales will be at the holiday season.

The following list of my Evergreens offers an opportunity for you to decorate profusely, and besides you can sell my Holly, Mistletoe and other evergreens and make a good profit. Please note that my prices are no higher this year.



Holly, exceptionally good crop this year, extra well berried, fresh from the trees, cases, 16 cubic feet, solidly packed, \$3.50; one-half cases, \$2.00; one-fourth cases, \$1.25.

Southern Wild Smilax, no finer decoration for stores, show windows, churches and halls, has wonderful lasting qualities, put up only in four size cases, by Carter.

Case No. 1,	\$4.50	enough to cover wall space of	600 square feet
" " 2,	3.50	" " " "	400 " "
" " 2,	3.00	" " " "	300 " "
" " 2,	2.50	" " " "	200 " "

Magnolia Foliage, very fine in decoration, put up in same size cases as Smilax at same price.

Chamaerop Palm Crowns, per dozen.....	\$2.00
Chamaerop Palm Leaves, per 100.....	2.50
Sabal Palm Leaves, the large kind, per 100.....	2.50
Mistletoe, well berried, per bushel hamper.....	2.00
Gray Moss, for lining windows, etc., per sack of 15 lbs.....	2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 square feet	4.00

Long Needle Pines

A Beautiful and Novel Decoration. Large, dark, glossy needles and beautifully marked stems; they last for months. Two to four feet high, assorted.

Per dozen	\$1.25
Per 100	7.00

Low Express Rates
Prompt Service

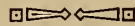


Make up your order from above prices. Write or wire. Goods rushed out by express same day. 5% discount, cash with order

GEO. M. CARTER, Evergreen, Ala.

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Some Delightful Newcomers Among the Finer Suits for Young Women—Nearly fifty different styles now among young women's suits of the better sort, between \$45 and \$165. All beautifully tailored and in the newest modes, some severely plain and mannish, others fancy and prettily feminine, with their loose, semi-fitting coats, high-waisted effects and striking girdles. Coats are in various lengths. Sizes 14 to 20 years.

Regulation Serge Dresses, \$29.50, 32.50 for Young Women—Because we anticipated the demand for these dresses we probably have the best selection at conservative prices in New York. The spirit of the military is reflected in these dresses—and young girls like it; and mothers prefer these dresses for school wear for their daughters because they are practical as well as good looking. One model—in two qualities of navy blue serge, one at \$29.50, other at \$32.50—All the little details—embroidery, braid and so on—are correct in color and design. Sizes 14 to 20 years.

500 New Suits for Women, \$35 to \$77.50—Interesting choosing for any woman who wishes to spend any amount between \$35 and \$77.50. There is great variety of really good wool fabrics, sturdy whipcords and cheviots, worsteds and tweeds (these for the more practical suits), fine broadcloths and lovely silvertones, soft duvetynes, glove cloths and velours. They are beautifully made, daintily lined and the majority have warm flannel interlinings for additional warmth.

All The-Day-Through Dresses of Serge at \$25—Mostly navy blue. Many styles. Ever so many. And the serge could hardly be better in much higher priced dresses. It is soft, heavy all wool serge of beautiful quality. Slender silhouette models like the one pictured with high collar and side draperies and buttons down the front. Typical braid trimmed styles. Interesting combinations of satin with serge. Also showing the use of silk fringe and embroidery in attractive ways.

Bordered Dress Goods of Unusual Charm are these new wool-back satins in navy and taupe with silk and metal borders in which the metal is discreetly interwoven. Price \$7 a yard. Silk-and-wool poplin embroidered with silk in a darker tone of the same color is in wistaria, navy, taupe and brown. It is \$6 a yard. Other bordered materials are serges, chiffons and crepes at \$4 to \$6 a yard.

New Plaid Skirts, Special at \$19.50—Beautifully made plaid skirts—all in the fashionable box-pleated styles. Five distinct plaids—the material a velour finished worsted and the colors rich and attractive. The skirts are made with wide box pleats stitched over the hips. Wide girdles finish them. All sizes—and you save dollars on every skirt.

Hand-made Velvet Hats at \$9.50—An unusual gathering of hand-made hats in the wanted styles, the good colors, and with smart trimmings. Browns, blues and blacks—many with silk facings in contrast. Turbans, mushrooms, sailors, picture shapes, trimmed with flowers, feathers, wings, fancies and ostrich. A notable gathering to choose from.

Trimmed Hats, Special \$9.00—A group of about two hundred and fifty stylish and beautiful Hats, of velvet, in black and colors, many of black velvet with colored velvet facing; chiefly large dressy shapes, trimmed with ostrich feathers, fur ornaments, ribbons and flowers—exceptional value at \$9.00. Velour Hats, \$6.95 to \$7.95—A complete line of the latest shapes, in all of the most desirable colors. Excellent for sports, and quite the fashionable Hat to wear with tailored suits.

3,600 pairs Women's Gloves, Remarkable at \$1.65—It will be a long time, no doubt, before we can offer gloves like these for \$1.65 again. We bought them more than a year ago. Otherwise our prices today would be \$2.25 and \$2.50. Black glace gloves, pique sewn, some with white stitching on back; two-clasp; \$1.65. Fine French kid and lambskin gloves, two-clasp; \$1.65. English tan street gloves, one-clasp, \$1.65. All sizes in the lot but not in every style.

Women's Newest Coats and Wraps Are Without Fur Trimmings—But they are very handsome just the same! Thanks to new styles, beautiful fabrics and lovely linings, these new wraps are particularly good looking. One new wrap is in dolman style with separate jacket. It is in beaver color and of fashionable zenobia cloth. Another new coat has a big circular collar and novelty pockets—two real and three imitation. There is a round yoke, a belt to confine the fullness, and the coat is button trimmed.

\$7.50 for Boys' Overcoats—All-Wool, Very Warm, Very Durable—The maker wanted to close up his shop—we took 100 of these warm coats to sell at this low price. Raglan, double-breasted and regulation models—in sizes 3 to 8 years. A fine chance to lighten the burden on mother's purse—and provide the boy with the kind of coat he ought to have.

Women's Midwinter Frocks Must Be Warm—Wool jersey is comfortable even when fires are low. A charming new frock with the new collarless neck has front and back panels ending in fringe and is trimmed with embroidery in a self-color. In navy, green, burgundy, brown and sand at \$32.50. A fine twilled serge in navy or black has deep pockets and elaborate braiding of soutache, \$25. A velveteen frock elaborately embroidered is to be had in navy, black or wine, with a white satin collar, \$24.75.



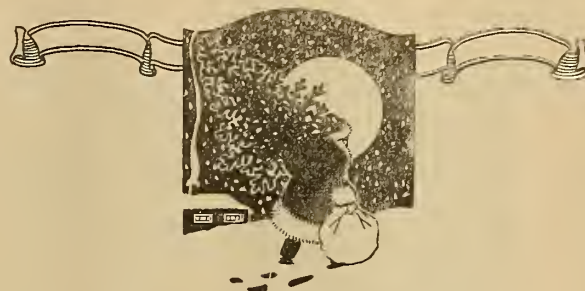
Brushes and Supplies

Keep your stock up to snuff and your cards will put the buzz in Christmas business.

To assure the best of results use "PERFECT STROKE" brushes which are absolutely uniform in quality and performance. Make a firm straight-edge stroke and eliminate all "going over" and loss of time often required for retouching.

Ask for Catalog M-1. It tells the story better than I can, and gives you much detailed information.

Bert L. Daily
Advertisers Building Dayton, Ohio



CHRISTMAS DECORATIONS

Let the Holiday Spirit prevail in the coming Yuletide. Merchants should encourage this feeling by decorating windows and interiors. This not only adds materially to business, but keeps alive the stimulating thoughts of all that Christmas means.

Santa Claus Heads, Artificial Flowers in Christmas Designs, Holly Wreaths, Pine Trees, Bells, Garlands, etc., etc., direct from our factory to you.

Send for Catalogue

THE ADLER-JONES CO.
333 South Market Street CHICAGO, ILL.



**Santa
Claus
Snow**

**Your
Xmas
Displays**

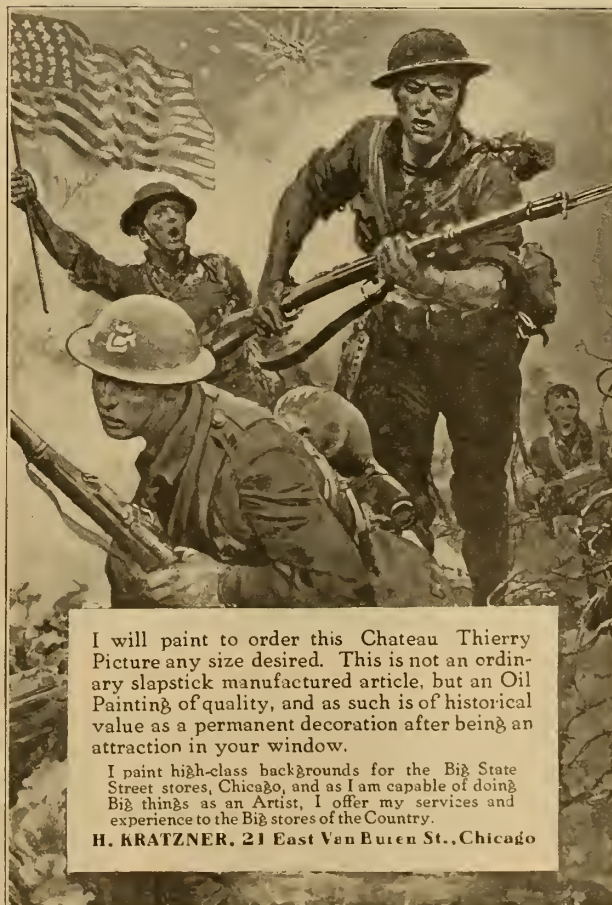
Your Christmas displays whether for windows or interiors will be given the final holiday touch and spirit by a liberal use of Santa Claus Snow. Sprinkle Santa Claus Snow over your trees, cotton icicles and numerous other objects. It imparts a most beautiful sparkling crystal snow appearance.

Santa Claus Snow

Is a splendid seller in toy department during the holiday season. Comes in attractive packages lithographed in colors that sell at 5c and 10c, yielding a good profit.

Ask your jobber for the blue package

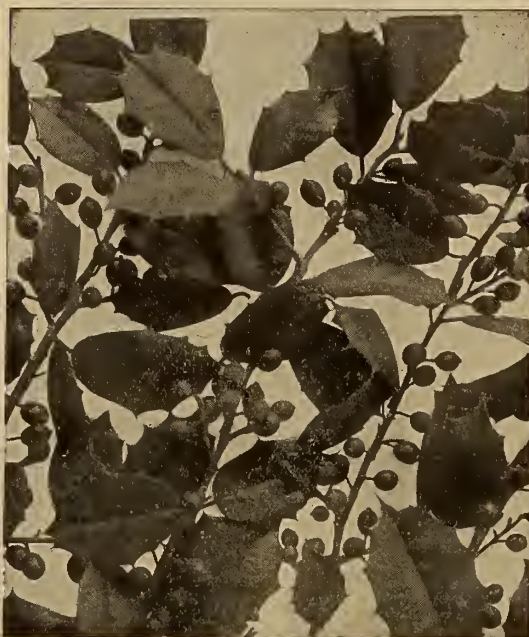
U. S. Mica Manufacturing Co.
1517 Lytton Building Chicago



I will paint to order this Chateau Thierry Picture any size desired. This is not an ordinary slapstick manufactured article, but an Oil Painting of quality, and as such is of historical value as a permanent decoration after being an attraction in your window.

I paint high-class backgrounds for the Big State Street stores, Chicago, and as I am capable of doing Big things as an Artist, I offer my services and experience to the Big stores of the Country.

H. KRATZNER, 21 East Van Buren St., Chicago



HOLLY

We have the finest crop of Holly in years, extra well berried. Place your orders with us early and get strictly fresh stock, only a few hours from the tree.

5 lb. box	\$0.75
15 lb. box.....	\$1.25
25 lb. box.....	2.00
40 lb. box.....	3.00
60 lb. box.....	3.50

LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit, try them. Stand lots of handling; don't wilt, fade or shop wear easily, and are generally safe to experiment with, for they will sell.

	Each	Dozen	Hundred
2 feet high	\$0.10	\$1.00	\$ 6.00
3 feet high12½	1.25	9.00
4 feet high15	1.50	11.00
Assorted sizes, 2 to 4 feet.....		1.25	8.00

Extra large sizes, 5 to 6 feet, \$0.50 each.

CHAMAEROP PALM CROWNS

Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from the natural plant. Our little booklet, "Some Things You Ought to Know," tells you how to handle them.

	Each	Dozen	Hundred
3 feet	\$0.15	\$1.50	\$11.00
4 feet20	2.25	15.00
5 feet30	3.50	25.00
5 feet25	3.00	20.00
Assorted sizes		3.00	20.00

SOUTHERN WILD SMILAX

Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant and cheap, packed in six different sizes containing sufficient smilax to cover from one hundred to six hundred square feet of wall space.

Case No. 1.....	\$1.00	Case No. 4.....	\$3.50
Case No. 2.....	2.00	Case No. 5.....	4.00
Case No. 3.....	3.00	Case No. 6.....	4.50

SABAL PALM LEAVES

Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Xmas season. How would a great big palm leaf and say a spray of holly do? Dozen, 25c; hundred, \$2.50. Special rates per thousand.

The True Christmas Spirit Is Based on GENUINENESS

Will you "buck" the deep-rooted prejudice against SHAM at Christmastide by FOOLING prospective buyers with ARTIFICIAL decorations?

My Natural Evergreens in Your Window

will go far toward giving a genuine belief that the merchandise displayed is entitled to a close inside inspection.

Is THAT worth while?

I Guarantee the Decorations Listed on This Page to Be RIGHT and SATISFACTORY in Every Particular.

SPECIAL HOLIDAY SEASON OFFER

As a special offer for holiday window dressing and store decorating, I offer a very beautiful decoration consisting of sufficient material to decorate two large windows and the entrance to your store lavishly. Packed in one large case, weight 50 lbs., as follows:

400 square feet Wild Smilax.	1 dozen Sabal Palm Leaves.
6 long Needle Pines.	12 large branches Holly.
2 Palm Crowns.	
50 sprays Magnolia, enough for 2 large wreaths.	

\$5 cash with order

MAGNOLIA FOLIAGE

The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax.

No. 1.....	\$1.00	No. 4.....	\$3.50
No. 2.....	2.00	No. 5.....	4.00
No. 3.....	3.00	No. 6.....	4.50



E. A. Beaven Company
EVERGREEN :: ALABAMA

All prices same as before the war.



For Certain Delivery Order Today

Original ideas in MODERN ART
DESIGNED Window Display for
the Holidays.

Series B-230

This dignified background, as illustrated, is embodied with attractive colorings—size 12 ft. wide, 7½ ft. high—made of wall-board and muslin. Price, \$35.00 complete.

Send for our special folder B3—showing newest designs in Christmas decoration.

THE MODERN ART STUDIOS
431 N. Clark St. Chicago, Ill.



NA-DE-CO Valances, Panels and Drapery Shades

The metropolitan store, as well as the store in the smaller town, will find in the NA-DE-CO catalogue a window treatment to fill its requirements.

The artistry of a large staff of experts in window decoration has made the NA-DE-CO line standard.

Write today for Catalogue R and sample plushes.

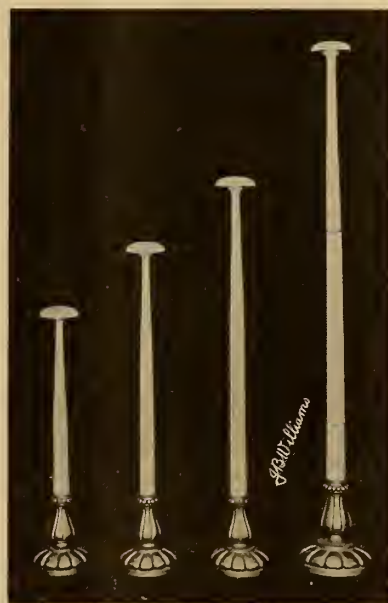
National Decorative Co., Inc.

Designers and Manufacturers

Valances, Panels and Drapery Shades, Plushes and Velours

Main Office and Factory:

538 Federal Street, CAMDEN, NEW JERSEY



ARTISTIC MILLINERY STANDS

Highest Quality Workmanship.

Finished in old ivory and gold.

24, 30, 36 and 48 inches high. Price,

\$4.00

Each

Dignified Beauty

is the dominating feature of our fixtures. They enhance the appearance of the display without detracting from the interest in the merchandise itself.

SEND FOR OUR CATALOGS

J. B. WILLIAMS

Salesrooms:
1131 Broadway

NEW YORK

Office and Factory:
31 WEST 4TH ST.

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO



All Broken
Fingers Gone

Use "Over Night"

wax cement—joints solid as welded iron—Tube \$1.00.

JULIUS BLUMENTHAL, 166 N. State Street, Chicago

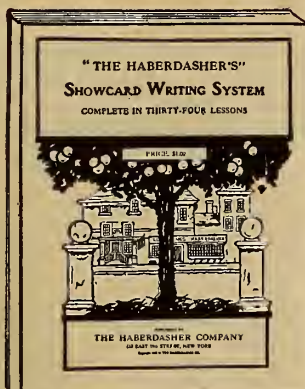
Wax Figures Refinished, Repaired, Marcel Wave Hairdressing only

Cornell-Wood-Board

Excels for Walls, Ceilings and Partitions
Repairs, Alterations or New Work

For Beautiful backgrounds, dividers and cut-outs, every window-trimmer and store owner will save time, money and labor by using Cornell-Wood-Board. Write today for free samples and full information.

Cornell Wood Products Co. Dept. 1310 173-175 W. Jackson Blvd. Chicago



94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases
\$1.00

The Latest Book on Show Card Writing for the Retail Store

This book, just off the press, is specially written to be used by the card writer in retail stores. The authors are A. E. Hurst and C. J. Nowak, two of the best known men in this field. The book thoroughly covers the subjects of equipment, and gives all the latest ideas of interest to the card writer. Experts say that this is the best book, in the field, ever made to sell for \$1.00. Every man interested in show card writing for retail stores will get a big lot of help from this book.

Ask for the *Haberdasher's Show Card Writing System*

PRICE **1⁰⁰** PREPAID

The Merchants Record Co.
431 So. Dearborn Street, Chicago, Ill.



Put Me to Work on Your Christmas Windows!

I'll Draw Trade

A Decalcomania Transfer Santa Claus in full color detail. Made of oil paint colors. Easily and quickly applied on your windows. Eye-catching, night and day. Would cost \$15.00 to \$25.00 to paint by hand.

MEYERCORD DECALCOMANIA TRANSFER SANTA CLAUS

with the word "TOYS" size is 22x29 in. Without "TOYS" Santa Claus alone is 22x23 in. Appeals at once to every display man and merchant. Write for descriptive matter and prices.

THE MEYERCORD CO.
CHICAGO

KOESTER SCHOOL BOOK OF DRAPING



By
GEO. J. COWAN and WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

Early History of Draping	Furniture as Draping Fixtures	Panier Drapes
How to Handle Goods	Vase and Basket Drapes	Flanellette Drapes
Color Combinations in Draping	Flower Drapes	Children's Form Drapes
Displaying Wash Goods	Use of Accessories	Wax Figure Drapes
Examples of Early Drapes	Drapes for Tailors	Waist Form Drapes
Complete Window of Early Drapes	Draping on Forms	Skirt Form Drapes
Later Examples of Early Drapes	Early Shell Form Draping	Live Model Drapes
37 Lessons in Draping	Finishes for Tops	The Evolution of a Drape
Cylinder Drape	Directoire Shell Form Drapes	Small Town Drapes
Slab Drape	Hipless Drapes	How to Lay Out Complete Windows
Novel Drapes	Panier Drapes	Background Draping
Mummy Drapes	Full Form Drapes	Interior Draping
Box Drape	Sheath Drape	German Drapes
Louis XVI. Drape	Directoire	English Drapes
Wall Drapes	Miscellaneous Form Drapes	Australian Drapes
Complete Wall Drape Windows	Arm Form Drape	Danish Drapes
Bolt Drapes	Three Forms in One	Japanese Drapes
	Mermaid Drapes	Over 100 Complete Windows
	Evening Gown Drapes	Fashion Doll Drapes
	Comic Draping	

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

Printed on fine calendered stock, with some of the illustrations printed in two colors. It is substantially bound in maroon silk with white poster cover design. Nearly 500 pages and 1,000 illustrations.

Sent Prepaid Upon Receipt of \$3.00

Book Dept.

The Merchants Record Co., 431 S. Dearborn St., Chicago

Air Brush with pencil grip

WOLD

1918 Type "U"



(EXACT SIZE)

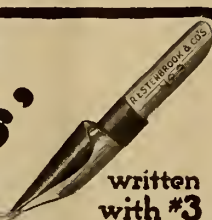
Here Is the Air Brush

That we started out more than twenty-five years ago to design. Now we offer perfection in simplicity of operation and performance. Hold the brush as you would a pen or pencil—just one downward movement of the first finger produces a fine line or a broad spray.

Write for Special Descriptive Circular

The WOLD AIR BRUSH MFG. COMPANY HAYMARKET THEATRE BLDG. Chicago

Esterbrook Card Writers' Speed Pens



written
with #3

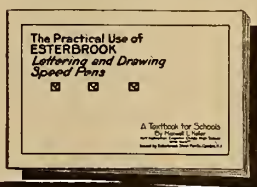
are made with the same care and precision that have characterized other Esterbrook Steel Pens for nearly sixty years.

These pens enable the card writer to do sharper, cleaner work much more quickly than is possible with the brush and other ordinary mediums. They make clean, uniform lines as fast as the hand can work, and carry enough ink to finish long lines without frequent dipping.

There are disc-like and rectangular nibs—This one permits rounded terminals; the other makes a shaded letter with a single stroke.

Various sizes of each style, 1 dozen in a box, any size, or can be had 1 dozen assorted—\$1.00 a dozen.

Let us send you a practical booklet on how to use these pens.



ESTERBROOK PEN
MFG. CO.
90-100 Delaware Ave.
Camden, N. J., U.S.A.



Klee Display Fixtures
are attractive, simple
and *not* expensive.

This Shoe Display Stand is one of a complete set especially designed for men's apparel stores. Other pieces such as various size pedestals (Nos. 305, 306, 307) and plateaux (No. 354) shown in catalog which will be sent upon receipt of your postal.

FINISHES

Natural Gumwood,
Mahogany or any color Oak.

Made in 4 Heights, 8", 12", 18" & 24"

Men's Sizes

Base 6¾ in.
Top 8 x 12 in.

No. 12—\$1.75

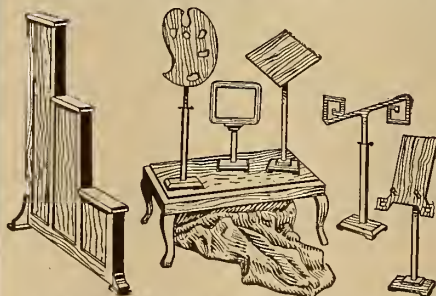
Women's Sizes

Base 5¾ in.
Top 6½ x 10½ in.

No. 14—\$1.65

Klee Display Fixture Co
ROCHESTER, NEW YORK

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

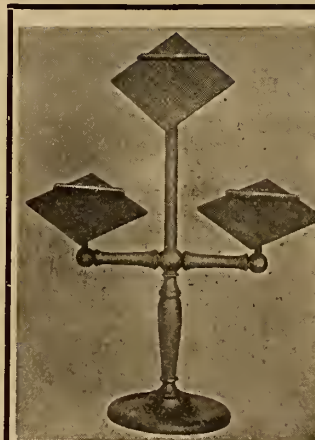


Thru Good
Window
Display—
Our Line of
Wood Display
Fixtures Will
Help You

MANY SALES ARE MADE ON THE SIDEWALK

Catalog on Request

THE OSCAR ONKEN CO., 3742 W. 4th St., CINCINNATI, O., U.S.A.



Onli-Wa Display Fixtures

are built to satisfy a need for practical fixtures, that attract trade to your store. Send for our latest catalogue.

ONLI-WA FIXTURE CO.
DAYTON, OHIO

Want, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion. Please remit when sending copy.

WANTED—Window Decorators and Card Writers. We know of excellent positions open from time to time. Write us in confidence. Boyd System, Washington, D. C.

SHOW CARD WRITERS
Permanent position in the biggest Studio in the world.
THE BINGER COMPANY
53 West 23rd St., N. Y. City.

WANTED IMMEDIATELY—Window trimmer and card writer—Arizona, \$175; Washington, \$175; Arizona, \$125; Oregon, \$135. Window trimmer, card writer and advertiser—Oregon, \$175; Arizona, \$175. Window trimmer, card writer and salesman—dry goods—Colorado, \$125; New Mexico, \$125; Montana, \$125. Clothing—Arizona, \$125; Wyoming, \$125; Montana, \$30 week; Idaho, \$125. Apply Business Men's Clearing House, Denver, Colorado.

POSITION WANTED—Display man. Live wire young man with metropolitan stores experience desires connection with high-class department store in California city, not less than 50,000. Salary \$45. Draft exempt. Address Box 339, MERCHANTS RECORD AND SHOW WINDOW, 431 South Dearborn street.



Mr. Merchant—
Let your window men know, these coming holidays, you appreciate their work by presenting each of them with one of Walters' Ideal Pocket hammers. It is 4 1/4 inches long. Nickel plated and contains pin, tack, nail puller and screw driver attachment in handle. Price 75c postpaid to any address upon receipt of price.

J. M. WALTERS, MFR., 220 South Benton Way, LOS ANGELES, CAL.



\$8.50 FOR AN AIR BRUSH
That Meets Every Requirement
Practical Air Brushes—are used by all leading Cardwriters, Display Managers and sign shops, as well as many others, because they are Practical

Order yours today.

ECONOMY MFG. CO., 4755-57 London Avenue, CHICAGO, ILL

Our Catalog of Card Writing Supplies with 12 Alphabets is Ready for You—
A Post Card Will Do

WALLBRUNN, KLING & CO.

327-329 SO. CLARK STREET CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

DESIGNS FOR THE MERCHANT FOR ALL ADVERTISING PURPOSES

Folders—Letter-Heads—Business Cards—Labels—Calendars—
Catalogues—Announcements—Fashion Plates

If you need a design for any purpose I can supply you with just what you want.

THOS. S. MASON, 1293 North St., Springfield, Mass

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WOMEN Learn Show Card Writing

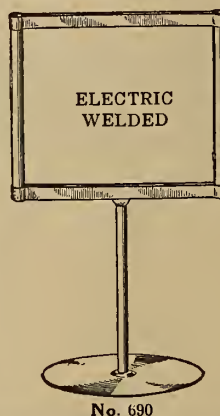
Now is your big opportunity to get into this interesting, profitable and fascinating business. Department stores, clothiers, movies, in fact merchants in every line must have women card writers to take the place of the men who have joined the service.

EARN \$22.00 TO \$48.00 WEEKLY

Thousands of show-cards used daily. Work is done quickly and easily. We teach you this profession in a very short time. Our students more than pay for their course while learning. Successful graduates in all parts of the world. You get my training without leaving your present position.

Write for new literature. **FREE** outfit offer, testimonials, etc. A Post-card will do. Don't delay. Act quickly.

Address: **Detroit School of Lettering**
DETROIT Established 1899 MICH
Oldest and largest school of its kind in the world



Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

LET YOUR NEXT FLORAL DECORATIONS BEAR THIS LABEL "Nature's Rival"

The exquisite thrift line combining Beauty, Quality and reasonable cost, is shown each season in your locality. Let us know if you are interested and our representative will call. If unable to reach you we will send samples.

WM. BUHRIG CO.

E. C. DIETZ, Owner
Established 1899

219 E. 34th St. New York City



Imitation
Wood Grain Papers
For Show Window
Backgrounds.

Cover Design of This Issue

of Merchants Record and Show Window can be worked out most effectively and economically with the use of our wood grain papers and ONYX papers.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

ONYX paper is a favorite with leading displaymen who keep it on hand constantly.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

Christmas Is Coming

and will be here before many people realize it. Do not delay another day in ordering your

SANTA CLAUS

We have in stock right now in papier mache a good variety of Santa Claus heads and other decorations suitable for Christmas. Send for copy of our new catalogue.

American Art Papier Mache Works
6311 North Clark Street Chicago



Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO

THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. \$1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD
Dept. M. R., COLUMBUS, OHIO

USE OUR "RELIABLE SECONDS" IN SHOWCARD BOARDS (WHITE AND COLORED) AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
INCORPORATED

Largest Exclusive Dealers in
Reliable Seconds in Cardboards

PRINTERS BUILDING CHICAGO

CHRISTMAS

The Council of National Defense requests you to
place your orders early.

Send for Xmas Catalog No. 510, in colors, illustrating Artificial
Flowers and Natural Preserved Palms, etc.



HOLLY WREATHS Many styles
to select from.
10c each to \$10.00 each. *Something entirely new.*

PATRIOTIC WREATHS AND GARLANDS—
Red, white, blue—made of natural prepared fireproof
Oak, Ruscus, or Princess Pine.

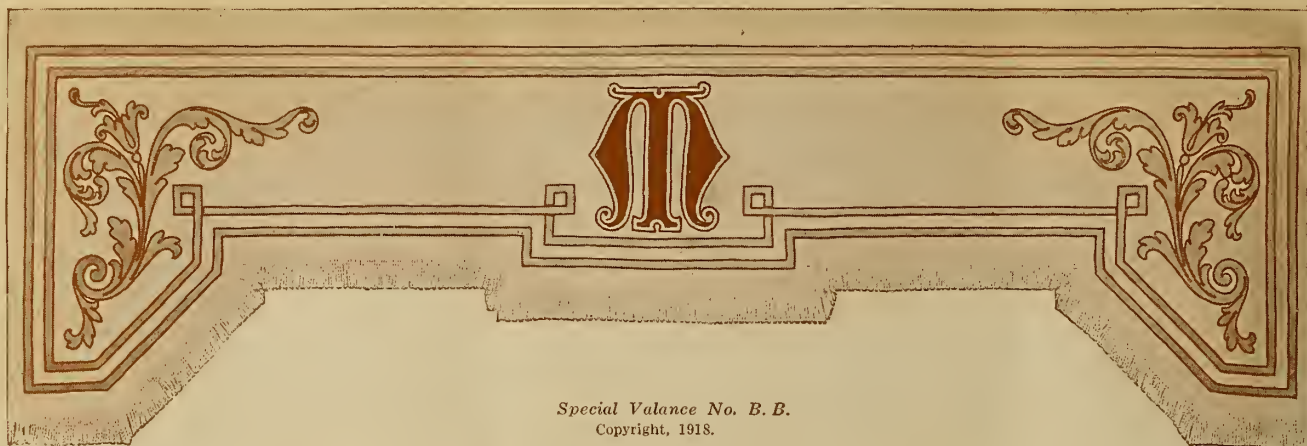
VERY NOVEL AND EFFECTIVE. SAMPLES ON REQUEST.

FRANK NETSCHERT

ARTIFICIAL FLOWERS AND NATURAL PREPARED FOLIAGE

Phone
Barclay 6410-6411

61 Barclay St.
NEW YORK



VALANCES add the final touch of individuality and effectiveness so necessary to present day store fronts. ¶ We plan and execute window draperies in designs and colors especially suitable for *your* requirements and at prices you can well afford to pay.

Mail us rough sketch of your windows with all measurements (including height from sidewalk to transom bar) and we will forward our Folder of Valance Designs (in actual colors) with suggestions and prices. ¶ There is no charge or obligation.



No. 6500 Military Form

A new and perfect model for close fitting, smartly set up, garments of military cut.
Note, too, the attractive display plateaux and shoe fixtures used in this display—
they are of Adam design in effective two-tone finishes.
Ask for photo illustrations of other Unit Displays. We will mail them without charge.

Curtis-Leger Fixture Co.

237 West Jackson Boulevard

Chicago

Merchants Record
and Show Window
December 1918.



The Call of Humanity **+** is "Join the Red Cross"

*Wishing
Our
Numerous
Friends
A
Merry
Christmas*

**The House Exceptional
for Wood and Metal
Display Fixtures,
Wax Figures
and Forms
of Merit**

*and
A
Joyous
and
Prosperous
New
Year*

Manufacturers, Designers and Builders

THE BARLOW-KIMNET CO.

Display and Show Rooms

724 Broadway N. Y.

FACTORY

Holyoke, Mass.

BOSTON OFFICE

52 Chauncey St.

F. W. RICE, Rep.

DETROIT OFFICE

78 Wash. Blvd.

R. J. BENNING, Rep.

Compo-Board

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds nothing can take the place of **COMPO-BOARD**. Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about Compo-Board. Send for sample of Compo-Board and copy of this book, it's free.



Compo-Board Company 1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

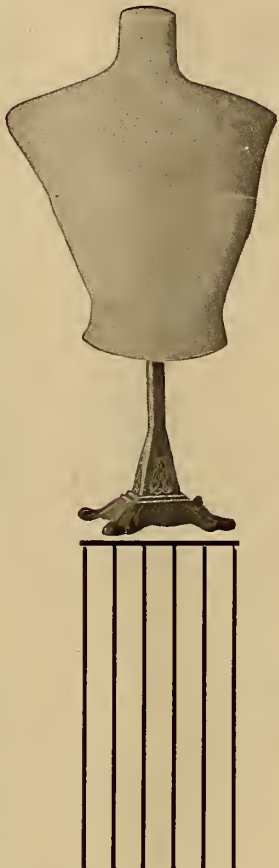
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VOLUME XLIII

NUMBER 6

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Make Buyers Out of Passersby

Hugh Lyons fixtures are distinctive. They attract attention. They increase the value, the effectiveness of window displays. They help to make buyers out of passersby.

Let us send you our new catalogs, which show the period display fixtures manufactured by Hugh Lyons & Company—the largest builders of window and display fixtures in the world.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
 LANSING - MICHIGAN
 NEW YORK SALESROOM 35 W. 32nd STREET
 CHICAGO SALESROOM 234 S. FRANKLIN ST.



January First Opening

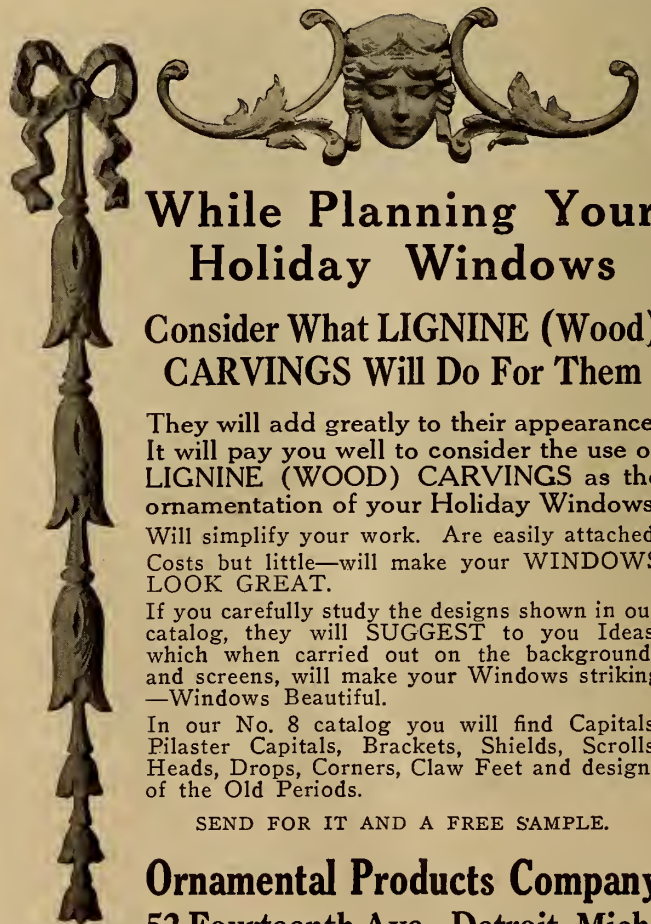
We are ready to deliver all early Spring Flowers that are appropriate for January first opening, or early Spring opening.



*Your Windows
will draw better
if decorated in
Spring Flowers.*

L. Baumann & Co.

Importers and Manufacturers
 357-9 West Chicago Ave., Chicago, Ill.



While Planning Your Holiday Windows

**Consider What LIGNINE (Wood)
CARVINGS Will Do For Them**

They will add greatly to their appearance. It will pay you well to consider the use of LIGNINE (WOOD) CARVINGS as the ornamentation of your Holiday Windows. Will simplify your work. Are easily attached. Costs but little—will make your WINDOWS LOOK GREAT.

If you carefully study the designs shown in our catalog, they will SUGGEST to you Ideas, which when carried out on the backgrounds and screens, will make your Windows striking—Windows Beautiful.

In our No. 8 catalog you will find Capitals, Pilaster Capitals, Brackets, Shields, Scrolls, Heads, Drops, Corners, Claw Feet and designs of the Old Periods.

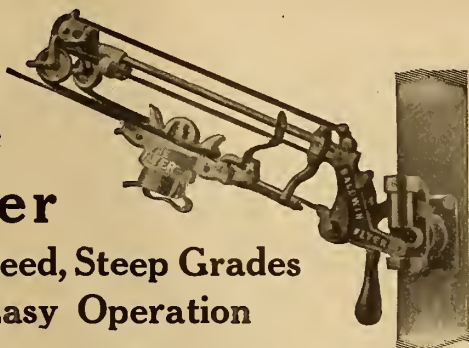
SEND FOR IT AND A FREE SAMPLE.

Ornamental Products Company
 52 Fourteenth Ave., Detroit, Mich.

I saw it in the December "Merchants Record"—Page 2

The Flyer

for Speed, Steep Grades
and Easy Operation



This neat Bracket adds to the looks of store. Does not detract as all other Wire-Line Carriers do. THE FLYER has a *positive* automatic action which makes it absolutely sure to reach its destination *every time*. Can be fastened to high or low shelving or high show case, as it has only a single fine wire for each station.

BALDWIN FLYER Cash and Package Carriers

give your store that refinement of prompt service with quiet dispatch of cash and goods to a central desk that pleases customers and helps you to sell more goods.

The BALDWIN SYSTEM

insures a double checking of each transaction, and with its one receiving station, eliminates expense of extra cashiers, inspectors, etc., while giving the quickest possible service, and preventing costly errors.

Our Up-Shoot and Over-Shoot Cash Carriers operate between floors and reach difficult points in your store without expense for power. Get quick action in your Store Service at the least expense.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

Write Today for Your Copy of our Catalog

**James L. Baldwin
and Co.**

352 W. Madison Street, Chicago



A Campaign That Will
Bring You The

Biggest January Business In Years

We have planned a "January Clearance Sales" campaign that is one of the most important events we have yet issued. Most stores now find themselves with big stocks of goods which should be quickly moved. The influenza epidemic, the Liberty Loan campaign and other war-time activities held back business.

Now that peace is here and the need for stringent economy rapidly disappearing, there is offered you an excellent opportunity to develop an extraordinary business in January.

With the "January Clearance Sales" as we have planned it, a sacrifice of profits is not necessary. The event is carried through in a big way. The striking newspaper cuts are linked up in the store with impressive display posters, price-tickets and show-card posterettes.

Take a few minutes from the Christmas rush now and write for details of this big campaign. It is sent exclusively to one store in a town.

If you are interested in "Victory Sales," "Peace and Prosperity" or "Happy Week" events, ask us to mail you details of the big events we have designed for these occasions.

The Economy Service
231 West 39 St. New York

Affiliated with The Dry Goods Economist

Send us without obligation, the details of your new "January Clearance Sales" campaign for retail stores.

(M)



Children's Wax Figures

Our latest catalog offers you
the finest and biggest selection
of Children's Wax Figures
at reasonable prices.

Write for Catalog Today

FRENCH WAX FIGURE CO.

70 W. Water Street
MILWAUKEE, WIS.

BRANCH OFFICES

822 MEDINAH BLDG.
CHICAGO, ILL.

202 E. FOURTH STREET
LOS ANGELES, CAL.

15 W. NINTH STREET
KANSAS CITY, MO.

Goodform
TRADE MARK

Whenever you get window fixtures
insist on the kind. The **Goodform**
name stamped on the bottom insures
service and that certain refinement
which means so
much as a selling
power in your
windows.



Our Book of Trims
will be of service
to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.

**Late Winter
and**

Spring Opening Displays

can be made exceptionally at-
tractive by the use of

VELOUR PAPERS

AND

**OTHER DECORATIVE
NOVELTIES**

Our sample booklets will give
you good suggestions for mak-
ing new backgrounds, pedestals
and screens with very little ex-
pense. Write today.

**DOTY & SCRIMGEOUR
SALES CO., INC.**

74 Duane St.
New York City

When the Boys Come Marching Home



No. 12—STATUE OF LIBERTY, made of composition plaster; fine finish; 30 inches high; wired for electricity. Each \$10.00
No. 11—STATUE OF LIBERTY, 52 inches high, complete with base. Wired for lights. Each \$21.00



THAT day, to which the whole nation looks forward—that moment of reunion with fathers, husbands, sons, brothers, friends, after the hardship and peril of war.

BUILDINGS will be decked with Old Glory, store windows will shout "WELCOME HOME." Everybody will do honor to the returning soldiers.

DISPLAYMEN and merchants do justice to the occasion. This is a moment of paramount importance.

IT'S not too early to start your plans today. The first contingents already are on the way. Get the celebrations and parades under way. Decorate your stores and windows in honor of their homecoming.

WE ARE ready to supply all kinds of Patriotic Decorations—the finest selection in the country. Let these fine figures here shown give you an idea of the up-to-date assortment. Send for complete catalogs and circulars.

DOVE OF PEACE

With olive green branch. Dove is made of papier mache, spread 37 inches. No. 4. Natural white color. Each, \$4.75. Dozen.....\$46.00



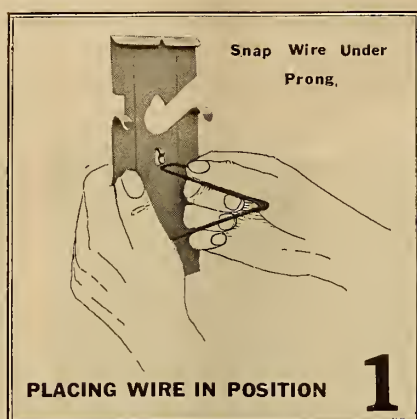
No. 13—VICTORY STATUE. The newest article today; 45 in. high; made of composition plaster; fine finish. Each.....\$18.50



The Botanical Decorating Co., Inc.

Manufacturers and Importers of Artificial Flowers, Patriotic Goods, Papier Mache Novelties

208 W. Adams St., Chicago



The Greatest Fixture Invention of the Age

Multiplies the use of any display fixtures you now have 1000 times. Adjusts on any fixture or flat surface in a jiffy. Makes old fixtures up-to-date. A few dollars spent in buying "Leon's Attachment" will save hundreds of dollars otherwise necessary for new fixtures. Made of indestructible metal. Folds up in small space. Used and endorsed by leading display men of the United States and Canada.

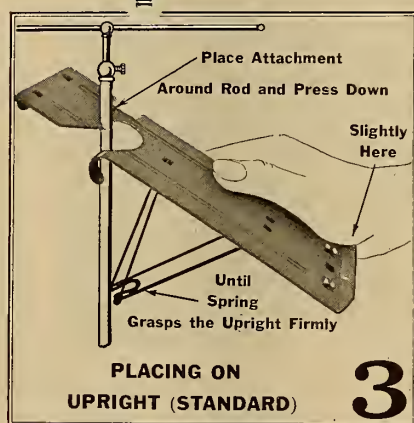
Price per dozen \$10.00

Get Our Descriptive Booklet

Illustrates hundreds of attractive displays of all lines of merchandise made with the use of "Leon's Attachment." You cannot get an idea of the value of this attachment until you see what it will do, as shown in this book. Write for it today.

MORRIS LEON MFG. CO.

220-222 W. Superior St., Chicago



White Goods Sale Decorations



Add a little touch of color in your windows and interior.

No. 3027. Japanese Wistaria Vine, with twelve leaves and three flowers. Size of vine is 8x36 inches. Flowers come shaded in rich purple, lavender, deep pink, light pink, or any color to order.

Price, per dozen.....\$ 1.95
Per gross 21.50

No. 3028. Same as above, made up in spray, with thirty leaves and three flowers. Size of spray is 18x36 inches. Flowers come shaded in rich purple, lavender, deep pink, light pink, or any color to order.

Price, per dozen.....\$ 3.50
Per gross 36.00

No. 3022. Japanese Wistaria, large size, in purple and lavender or light pink and dark pink.

Price, per gross.....\$4.50

Large size apple blossoms, without centers, used on natural branches.

Price, per thousand.....\$3.15

Regular size apple blossoms, with natural centers.

Price, per thousand.....\$3.85

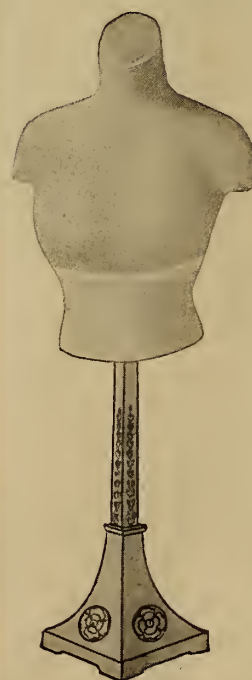
Apple blossom foliage in waxed finish.

Price, per thousand.....\$3.00

J. F. Gasthoff & Co.

Leading Manufacturers of
Artificial Flowers and Decorative Supplies
DANVILLE, ILLINOIS

For Immediate Delivery



No. 125

New design shirt-waist form; upper section in washable flesh tint enamel, mounted on Empire design wood base, having wood relief ornaments. Finished in silver or gold. Ask us for full particulars, including prices—all very interesting.

WOOD and METAL DISPLAY FIXTURES

To see our line of original designs creates a desire to own. Best looking, most practical. Prices moderate.

Let us send you our newest Catalog No. 9.

Superior Brass & Fixture Co.
316-318 W. Jackson Blvd., Chicago, Ill.

Food For Thought

INDIFFERENT sales methods of the past must give way to the *well thoughtout, carefully planned*, but *hard hitting* methods of the future. Careless merchandise displays—sloven window trims, will spell disaster to the merchant who indulges in them. Now, more than ever before, it is necessary that the windows, the eyes of your store, be made to attract—that your interior displays be arranged to reflect quality of merchandise and impart the confidence that results in sales and profits.

To this end, **The Adler-Jones Co.** are about to offer their carefully prepared line of Artificial flowers, Wicker Fixtures and Novelty Decoratives for Spring 1919.

The trade will be visited during January and February.

Mr. JOS. I. ADLER
Eastern Cities

Mr. H. T. JONES
Central Cities

Mr. CARL F. MEIER
Middle Western Cities

Mr. ARNOLD J. ABRAMS
Canada and Far West

Mr. HARRY GREEN
The South

Mr. Green returns to our employ from the Gas Defense Service where he served our Government after making every effort to enlist with the military forces.



The Adler-Jones Co.

333 So. Market St.
CHICAGO, ILL.





W. T. GEISSINGER
PATENTEE AND
MANUFACTURER

"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET

PATENTED JANUARY 16, 1917

Looks Just Like Professional Lettering

Spring

THIS IS THE STYLE OF TYPE OF
MY ALPHABET

Offerings

**MADE IN
U. S. A.**

82 SIXTEENTH AVENUE

LONG ISLAND CITY, NEW YORK

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service, Inc.
519-521 N. Halsted St. CHICAGO, ILL.



NA — DE — CO

Valances, Panels and Drape Shades

The line of greatest variety and
pleasing satisfaction.

Windows finished the Na-De-Co
way are big sales helpers.

Write for Catalogue R and sample
plushes.

National Decorative Co., Inc.,
Designers and Manufacturers of Valances, Panels
and Drape Shades, Plushes and Velours
Factory and Main Office: 538 Federal St.,
Camden, New Jersey



HOLLY

We have the finest crop of Holly in years, extra well berried. Place your orders with us early and get strictly fresh stock, only a few hours from the tree.

5 lb. box	\$0.75	40 lb. box	3.00
15 lb. box	\$1.25	60 lb. box	3.50
25 lb. box	2.00		

LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit, try them. Stand lots of handling; don't wilt, fade or shop wear easily, and are generally safe to experiment with, for they will sell.

	Each	Dozen	Hundred
2 feet high	\$0.10	\$1.00	\$ 6.00
3 feet high12½	1.25	9.00
4 feet high15	1.50	11.00
Assorted sizes, 2 to 4 feet.....		1.25	8.00
Extra large sizes, 5 to 6 feet, \$0.50 each.			

CHAMAEROP PALM CROWNS

Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from the natural plant. Our little booklet, "Some Things You Ought to Know," tells you how to handle them.

	Each	Dozen	Hundred
3 feet	\$0.15	\$1.50	\$11.00
4 feet20	2.25	15.00
5 feet30	3.50	25.00
5 feet25	3.00	20.00
Assorted sizes		3.00	20.00

SOUTHERN WILD SMILAX

Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant and cheap, packed in six different sizes containing sufficient smilax to cover from one hundred to six hundred square feet of wall space.

Case No. 1.....	\$1.00	Case No. 4.....	\$3.50
Case No. 2.....	2.00	Case No. 5.....	4.00
Case No. 3.....	3.00	Case No. 6.....	4.50

SABAL PALM LEAVES

Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Xmas season. How would a great big palm leaf and say a spray of holly do? Dozen, 25c; hundred, \$2.50. Special rates per thousand.

The True Christmas Spirit Is Based on GENUINENESS

Will you "buck" the deep-rooted prejudice against SHAM at Christmastide by FOOLING prospective buyers with ARTIFICIAL decorations?

My Natural Evergreens in Your Window

will go far toward giving a genuine belief that the merchandise displayed is entitled to a close inside inspection.

Is THAT worth while?

I Guarantee the Decorations Listed on This Page to Be RIGHT and SATISFACTORY in Every Particular.

SPECIAL HOLIDAY SEASON OFFER

As a special offer for holiday window dressing and store decorating, I offer a very beautiful decoration consisting of sufficient material to decorate two large windows and the entrance to your store lavishly. Packed in one large case, weight 50 lbs., as follows:

400 square feet Wild Smilax.	1 dozen Sabal Palm Leaves.
6 long Needle Pines.	12 large branches Holly.
2 Palm Crowns.	
50 sprays Magnolia, enough for 2 large wreaths.	

\$5 cash with order

MAGNOLIA FOLIAGE

The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax.

No. 1.....	\$1.00	No. 4.....	\$3.50
No. 2.....	2.00	No. 5.....	4.00
No. 3.....	3.00	No. 6.....	4.50



E. A. Beaven Company
EVERGREEN :: ALABAMA

All prices same as before the war.

THESE TWO BOOKS MORE VALUABLE THAN EVER

KOESTER SCHOOL BOOK OF DRAPING



By
GEO. J. COWAN and WILL H. BATES

The less experienced display man who is now doing the work of the expert display manager, who is in Service, will find these books just what he needs to help him put in attractive, correct and business producing displays.

KOESTER SCHOOL BOOK OF DRAPING

The hardest phase of all window work is to drape fabrics correctly. This is fully explained and illustrated in this 500 page book, showing 1,000 drapes and 1,200 illustrations. Arranged in the form of lessons and used as a text book in The Koester School of Window Display. Handsomely bound in cloth. Price.....

\$3.00

SHOW WINDOW BACKGROUNDS

One of the most helpful window display books published. Has a background idea for every need. Author is Mr. Geo. J. Cowan, Pres. of The Koester School. 256 pages. 150 different backgrounds illustrated and described. Many printed in colors. Price.....

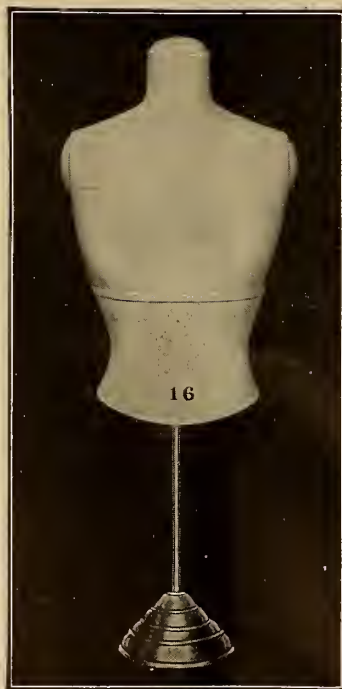
\$1.50

Shipped anywhere POSTPAID upon receipt of price.

Merchants Record ^AND ^DShow Window

431 S. Dearborn St., Chicago

THIS NEW WAIST FORM WILL SELL WAISTS FOR YOU



No. 134EJ/1

J. B. WILLIAMS

Salesrooms:
1131 Broadway

NEW YORK

Office and Factory:
31 West Fourth Street

It is a 16-year size, the very latest shape—made of best materials, enamel bust, jersey cover, metal or fancy wood base and standard in any finish or design.

PRICE \$6.00 EACH

Let us know your needs in Forms, Wax Figures and Fixtures.

SEND FOR
OUR
CATALOG



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 alphabets, 32 sets of numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

Merchants Record Co.

Book Dept.

431 S. Dearborn St., Chicago

You Must Keep Books

The Income Tax Law makes it imperative that every man in business keep some record of his receipts and disbursements so that he can fill out the Income Tax schedule correctly. *Guessing Will Not Do.*

Here Is Illustrated a Specimen Page in The Weekly Income Record Book

Copyright 1918 C. F. Co. BUSINESS WEEK ENDING January 12th 1918 NO. 2

	CASH RECEIVED		CASH PAID OUT		CASH PAID OUT				INVOICES RECEIVED AND OTHER RECORDS	
	TO WHOM	AMOUNT	TO WHOM	AMOUNT	TO WHOM	RENT	WAGES	EXPENSE	RENT	AMOUNT
SUNDAY 6 th	FROM BUSINESS									
	RENTS									
	WORK DONE (REPAIRS, ETC.)									
	PROFESSIONAL SERVICES									
MONDAY 7 th	FROM BUSINESS	83.95	Builer Bros. - Chicago, Ill.	75.60	Randall - May			36.00	J. J. New - Kansas City	172.10
	RENTS									
	WORK DONE (REPAIRS, ETC.)									
	PROFESSIONAL SERVICES		J. P. Smith - Co. - Chicago - net	7.10	Merchant's Store - Jan'y	100.00				
TUESDAY 8 th	FROM BUSINESS	71.50								
	RENTS	15.00								
	WORK DONE (REPAIRS, ETC.)									
	PROFESSIONAL SERVICES									
WEDNESDAY 9 th	FROM BUSINESS	92.10								
	RENTS									
	WORK DONE (REPAIRS, ETC.)	2.50								
	PROFESSIONAL SERVICES									
THURSDAY 10 th	FROM BUSINESS	115.25	Marshall Field & Co. - Chicago	111.50						
	RENTS	5.00								
	WORK DONE (REPAIRS, ETC.)									
	PROFESSIONAL SERVICES									
	100 bu. oats @ 65¢	65.00								
FRIDAY 11 th	FROM BUSINESS	75.65								
	RENTS									
	WORK DONE (REPAIRS, ETC.)									
	PROFESSIONAL SERVICES									
SATURDAY 12 th	FROM BUSINESS	156.80								
	RENTS									
	WORK DONE (REPAIRS, ETC.)	5.60								
	PROFESSIONAL SERVICES									
	TOTAL	688.35		TOTAL	281.60					
						TOTAL	100.00	67.00	76.17	11.00
										TOTAL

TRANSFER ALL THESE TOTALS WEEKLY ON THE LAST ENTRY OF THIS RECORD (PRINTED IN BLACK)

The Weekly Income Record

is a specially prepared book for recording receipts and disbursements of your business from which you can easily figure your income in a manner satisfactory to the Government. The *WEEKLY INCOME TAX RECORD* is so simple that a child of fifteen years can keep it, and if properly kept enables you to fill in the Income Tax schedule correctly and without guess work.

REMEMBER, THAT WHETHER YOU ARE LIABLE TO TAX OR NOT, YOU MUST BE IN A POSITION TO PROVE YOUR INCOME AND EXPENDITURES TO A PENNY

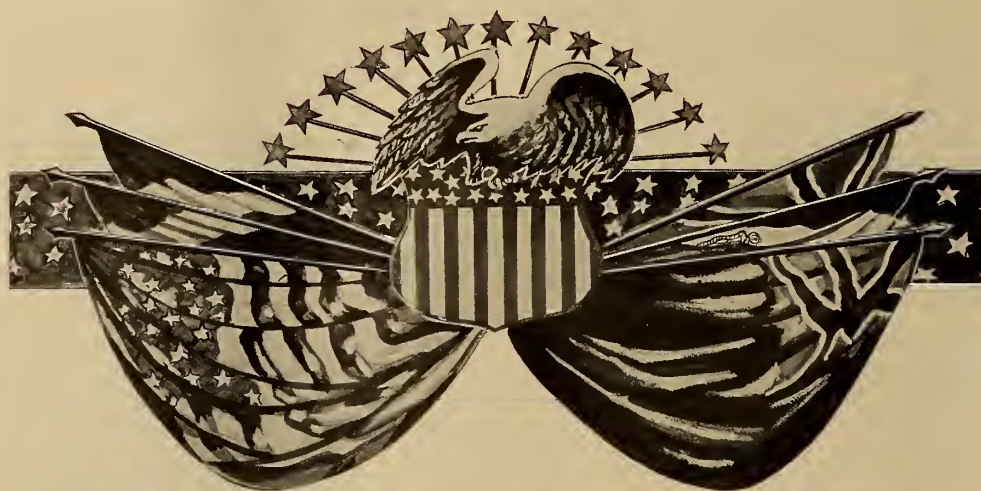
You do not have to be a bookkeeper to keep your records in the *WEEKLY INCOME RECORD*, and it does not take much time.

EASY TO KEEP—ACCURATE—SATISFACTORY TO YOU AND TO THE GOVERNMENT

\$5.00 Postpaid, Including One Year's Service

Sent Prepaid Upon Receipt of Price

Book Department, Merchants Record and Show Window
431 South Dearborn Street, Chicago, U. S. A.



Wall Board Cutouts

of Eagles and shields
in sizes up to 8 feet.
Flags of the Allies,
Star Border, Statue
of Liberty, Uncle
Sam.

Papier Mache

reproductions
of Eagles and
Shields, Wilson,
Washington, Lin-
coln, Pershing and
Red Cross Nurse.

Patriotic Decorations from the Schack Studios to Fill Every Requirement



The above illustration shows setting No. 1951 complete—
which is adaptable to any size window—including the fol-
lowing:

8 ft. star border No. 1926, at 20c per ft.....	\$ 1.60
1 No. 1927 American Eagle, Size 19x32 inches.....	\$ 1.50
1 No. 1923 Shield, Size 24x24 inches.....	1.00
1 Set Flags of the Allies, 8-ft. spread.....	6.50
1 No. 1929 Star Group, 5-ft. spread.....	1.50

Complete\$12.10
Extra border at 20c per foot.

Papier Mache Rings covered with Wood Fibre Roping in
any color—with stars or without. As illustrated, No. 5936
Service Wreath in Red, White and Blue.

Size 18-inch, \$1.50 each. Size 24-inch, \$2.00 each.

Plain colors, without stars, No. 2260—

6-inch, dozen.....	\$3.00	14-inch, dozen.....	\$7.50
8-inch, dozen.....	4.35	16-inch, each.....	.70
9-inch, dozen.....	5.50	18-inch, each.....	.90
10-inch, dozen.....	6.00	24-inch, each.....	1.50
12-inch, dozen.....	7.00	30-inch, each.....	2.25

Schack's Wood Fibre Roping

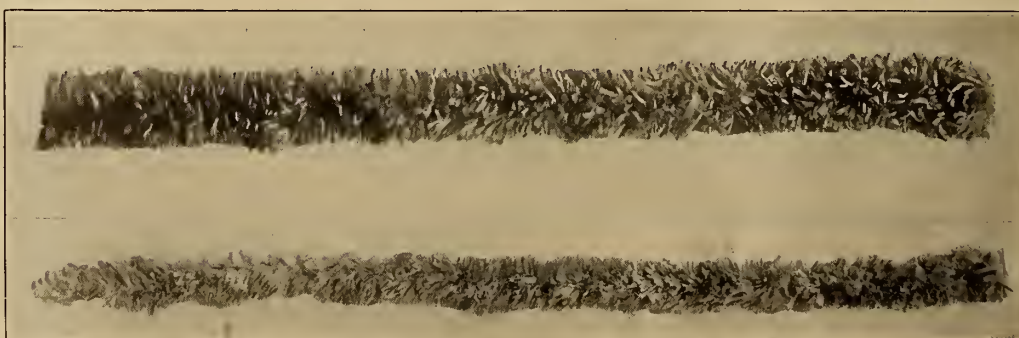
is twice as thick and will go twice as far
as ordinary Friz which is only 1/2 inch
thick. Then, too, we color all our roping as it is ordered, which insures your getting beautifully col-
ored, fresh-looking roping, instead of thin, crushed and faded-looking goods. Buy the best—use
SCHACK'S 1 INCH THICK WOOD FIBRE ROPING in your displays. Note comparison below.
Per bolt of approximately 180 feet.....\$1.50

SCHACK'S WOOD FIBRE ROPING



1 Inch Thick
Soft and Silky

Ordinary Friz
1/2 Inch Thick



SCHACK ARTIFICIAL FLOWER CO.
1739-41 MILWAUKEE AVENUE, CHICAGO

MERCHANTS RECORD and SHOW WINDOW

VOLUME XLIII
NUMBER 6

DECEMBER, 1918

Single Copies
Thirty-five Cents

Time Saved in Delivery Department

*One large store finds it profitable to make entries on delivery sheets by the use of a flat bed typewriter—
Reduces amount of labor and gives more legible records*



ONE of the topics which has been vigorously debated by delivery executives in recent years concerns the methods used in the delivery department to keep record of the packages which pass through this particular department.

Sheet writing is the method generally employed but there are those who claim that this is a waste of labor and that the same accuracy of record can be obtained by a properly arranged non-sheet writing system. Some delivery executives who have investigated the non-sheet writing system say that it is feasible to eliminate sheet writing, but, in doing so the labor of record keeping is simply shifted from the delivery department to the auditing department. It may reduce delivery costs, but it will increase costs elsewhere and the records are not so available as when the sheets are written. The sheets are also of assistance to the drivers and assist them to do better and more rapid work.

J. A. Hanley, delivery superintendent for the J. L. Hudson Company, Detroit, recognized as one of the most careful students of delivery systems in the country, has introduced an improvement in his department which he believes will reduce the amount of labor required in writing sheets and will give him more legible records than he has heretofore obtained.

Sheets are still written but instead of making the entries in hand-writing, a flat-bed form of typewriter is employed. The typewriter is mounted on a frame, about as high as the ordinary table; to this frame is attached a seat for the operator. Both the frame and the seat are on a movable platform. On the floor of

the aisle between the sorting bins and the drivers' bins, a small metal track has been placed and on this track the platform holding the seat, the frame and the machine move easily and noiselessly. The machine is operated by a girl who pushes herself and the apparatus along from one bin to another. When business is heavy a caller takes up the packages from the sorting bins, calls off the data to be entered on the sheet and places the package in the drivers' bin. As fast as the data is called off the machine operator enters it on the sheet and as soon as one bin is cleared the machine operator removes the sheet from the machine, places it on the desk top attached to the bin and both caller and operator move along to the next bin. Here, either a new sheet is inserted, or, if a sheet containing entries is already on that particular desk top, it is returned to the machine and the new entries are continued under those made before.

Machine Easily Operated

One of the secrets of the success of this method is the rapidity with which the sheets can be inserted and removed from the machine. This is practically an instantaneous operation and no time is lost in straightening the sheets or finding the line on which the entry is to be made. Of course a certain amount of familiarity with the machine and a certain degree of skill in its operation are required of the operator. This, however, is no greater than the knowledge and skill required to operate any typewriter with rapidity, and there are hundreds of girls and young men who acquire great speed in typewriter operation after some practice. The salary of these operators is not high

THE J. L. HUDSON CO.

Nº 56983

DRIVER		HELPER		ROUTE		TIME		DATE		NO. SHEETS	
DEPT. NO.	SALES NO.	LETTER	STREET NO.	STREET	BOXES-BASKETS	SHEET WRITER	REASON RETURNED	SIGNATURE			
								1			
								2			
								3			
								26			
								27			
								28			
								29			
								30			

and the amount of work which is done in this particular case justifies the statement that it is much less expensive to write delivery sheets in this way than by employing ordinary sheet writers who make their entries in hand writing.

When business is comparatively dull, referring both to the season of the year and to the time of day, the machine operator works without the assistance of a caller. She pushes herself and the machine along from one sorting bin to another, picks up the packages herself, makes the necessary entries on the sheets and places the packages in the drivers' bin.

The sheets in question are in duplicate, with a carbon paper between them. The original and duplicate are placed in the machine together and are kept together until the driver is ready to check out, when one sheet is given the driver and the other is retained in the department. The sheets used by the J. L. Hudson Company are $10\frac{1}{4}$ inches wide and $13\frac{3}{4}$ inches long. They can be used for pencil entries if necessary. If made in pencil, thirty entries can be put on each sheet, but when made by machine, there is space for sixty entries. The style of sheet used is here illustrated.



I. A. D. M. CONTEST—LIMIT CLASS 8—FIRST PRIZE, H. H. SEAY, WALKER D. G. CO., CHARLESTON, W. VA.



One of the best methods yet devised is that employed by C. A. Weed & Company, of Buffalo. In the accompanying illustration a ruled card is shown. When

Thus the stock clerk, the office, the buyer and any one else in the store can tell at a glance how any line of goods is moving. A special book for filing these cards has also been devised. This book resembles a

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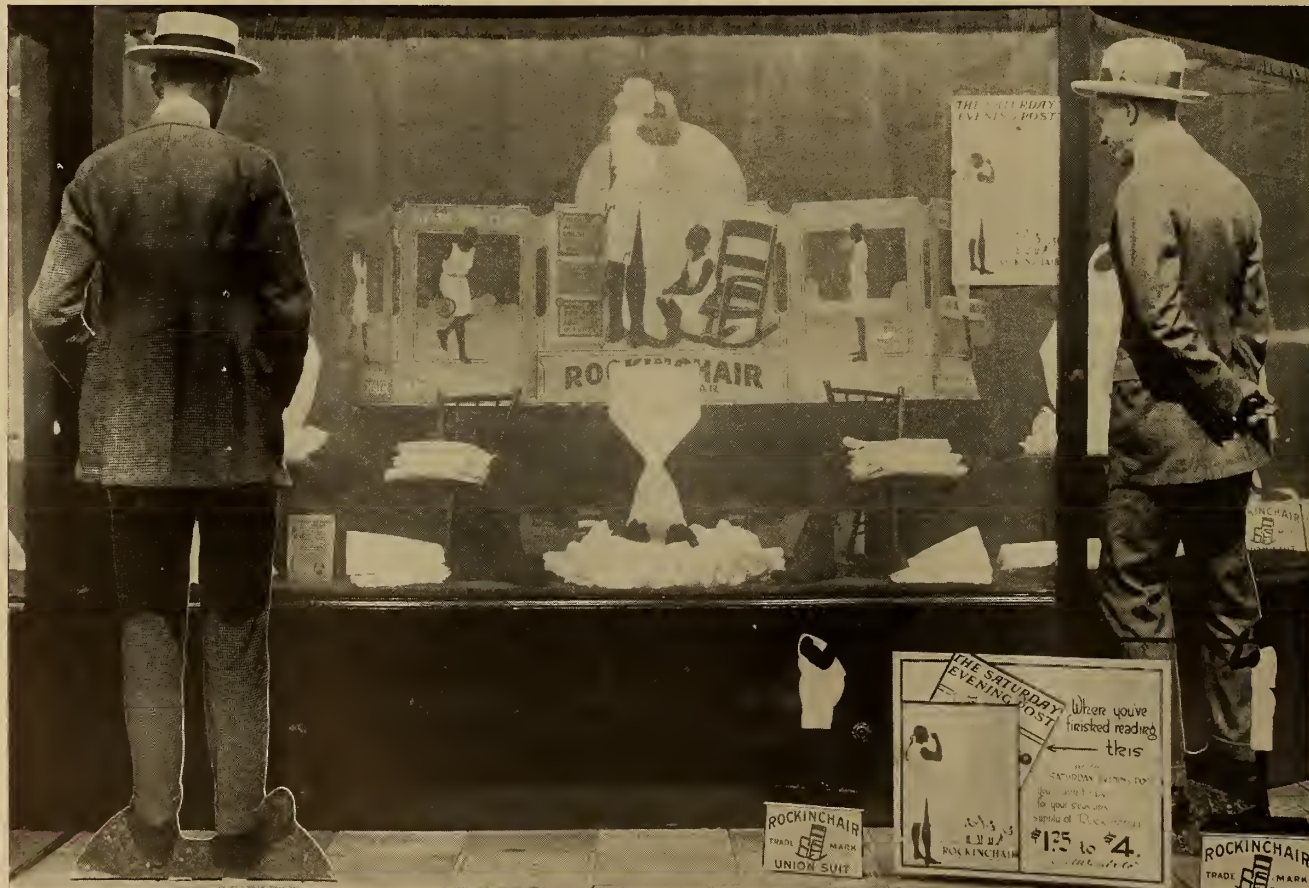


DISPLAY BY H. B. MARTIN FOR THE DUFFY-POWERS COMPANY, ROCHESTER, NEW YORK.

scrap book in its general construction except that to each leaf is affixed a row of paper slots or holders. The cards are slid into these slots and are there held securely until the card is completely balanced, that is until all the garments shown on the card have been disposed of.

The leaves of this book are twelve inches wide and twenty-three inches long. Each leaf holds twelve cards.

This system has been in use by C. A. Weed & Company for some time past and it is said by them to be the only satisfactory method they have found to keep their stock records accurate. It is a sort of perpetual inventory and shows at a glance the number of garments of any kind in stock. This system was devised by William C. Abbott, with C. A. Weed & Company, and to him is the operation of the system entrusted.



WINDOW WITHIN A WINDOW DISPLAY BY CLEMENT KIEFFER JR., FOR C. A. WEED & CO., BUFFALO, N. Y.

Small Goods and Bargains

Small goods easier to handle and consequently the best to use for leaders and special bargain offers—Selection of proper variety and kind of goods of supreme importance—Location of department demands consideration.

By W. Clement Moore

THE selection of the proper variety and kind of goods for your bargain counter is the first item of supreme importance. Many dealers make the mistake of selecting for their advertisement heading or main feature some article which should be counted as dead stock because they have had it on hand so long and have cut the price to get rid of it. This policy is all wrong. Your aim should be to select one or more small articles for leaders or sale features that are in strong demand. Use your best buying powers to lay in a good stock of such articles in the proper season and at a price which will enable you to offer them five or ten per cent lower than they have been selling for by others. Be careful to secure dependable

goods and put on them all the force you can muster up, into your circulars or newspaper advertising.

When you have your leader ready and the display of that leader effectively arranged, be sure, then, to bring out the "dead stock" and mix it with the live goods on your bargain counter or in your bargain section. If you will do this systematically and persistently you will find that the method will prove highly profitable and the old stock will move almost as rapidly as the new—because the attractive goods at attractive prices proved good advertising and brought the people into your store, and once there, it may be that the old goods at a bargain price might happen to be just what was needed most.



I. A. D. M. CONTEST—LIMIT CLASS 20—1ST PRIZE, W. MURRAY CORDRY, CUMBERLAND, MD.

Keep a watch-out for the brand new things, the novelties and the new productions and specialties which you believe would be welcomed by your customers and patrons—feature these in your advertising, and if possible put them in your bargain section, providing there is no restriction as to the price that shall be charged.

And say—if you do conduct a bargain section, remember that the location of it in your store is of the utmost importance. Don't push it away back in the rear where your customers will never find it, or be compelled to ask for it either. By all means, place this trade-building feature near one of the entrances, where people will be compelled to see it and where the attractive prices will be sure to catch their eyes either when they enter the stores or just before they leave.

Arrangement of Department Important

The arrangement of the counter or department is also of sufficient importance to demand some consideration. There should be regular sections for the different kinds of goods, so that they will not be jumbled together in confusion, and these goods should be kept in their place on account of the great saving which it will afford to your clerks, not only in their time but also in the patience of customers. When all goods of a similar kind are kept in one section for a few weeks, clerks will have no difficulty in finding

what the customer wants, and you will have no trouble in keeping tab on stock and replenishing it when necessary.

Not a Job for School Boy

Handling bargains is not a job for a schoolboy—it's a man's job. It requires ability, judgment and foresight on the part of the man at the helm. It isn't everything that you can turn into a bargain—bargains are bargains, or else they are absolutely nothing and of no value either to the buyer or the seller.

There is another important thing about a bargain of any kind, and that is—the people must know about it. You must use your best wits to tell the most people about it at the least expense. Newspaper advertising is good, if properly written and displayed in the right manner. Circular advertising will also help bring about quick sales provided the distribution is honest and carefully planned. It doesn't pay to distribute circulars of 49-cent specialties in the wealthy districts nor \$500 bargains in the slums.

The tone of your advertising must be convincing and suited to the nature of the goods you are offering and the class of people you want to reach. For instance, if your store is located in a district where the working class of people reside, you will find it much more profitable to use a post card or letter like No. 2 than it would to use copy No. 1.



I. A. D. M. CONTEST—LIMIT CLASS 13—1ST PRIZE, R. M. MONTGOMERY, E. LIVERPOOL, OHIO.



DISPLAY BY T. GUY DUEY FOR WURZBURG'S D. G. CO., GRAND RAPIDS, MICH.

"Copy No. 1."

Dear Friend:

This is an invitation for you to visit the new Bargain Section of our store at 532 Main street. You will find hundreds of real bargains in....., and.....

Trusting that we may be honored with a call from you in the near future, and assuring you that we shall be pleased to show the stock whether you purchase or not, we are,

Yours very truly,

"Copy No. 2."

Dear Friend:

"Did you ever hear of a.....selling for only 50 cents?"

We have them in our new Bargain Section, and hundreds of other bargains along with them.

".....too, are only \$1.00 each in this section." You must really come in and take a look at the many specialties which we are offering at money-saving prices.

You know the place, of course. Just around the corner at..... street, and say—

Here are a few more prices that might interest you:

.....
.....
.....

Yours very truly,

You can readily see that the latter copy will attract attention quickly and actually produce good results for you. Give this plan a trial, whether you are just organizing or already established.



THE lifting of the ban on Christmas shopping, which action was taken by the Council of National Defense on November 23, means a great boon to the retail trade throughout the country.

The restrictions upon the sale of Christmas goods agreed upon by manufacturers and the retailers with the National Council are entirely removed and a great stimulation in holiday buying is the result.

Leading merchants in the big cities assert that the general effect is evidencing itself as very beneficial to the community, and that an unusually good holiday season is anticipated by stores throughout the nation.

Commenting on the lifting of the ban, James Simpson, Marshall Field & Company, Chicago, said:

"This action undoubtedly will stimulate the employment of many men and women by the dry goods interests, both retail and wholesale. It will afford much temporary relief in the labor situation, and also a considerable measure of permanent relief. I anticipate, as a result, an unusually good holiday season. Also, I am quite certain this will continue as I am decidedly an optimist over the business situation. The high wages being paid labor are giving the people a huge volume of purchasing power, and I expect to see this liberally reflected in business conditions. I am quite certain that the next six months will surpass the corresponding period of last year in business."

The agreement between the merchants and the National Council covered the employment of extra labor, the conservation of transportation and local deliveries and the limitation of expenditures. It is estimated that 4,000 women have been given employment in the Chicago State street stores since the recent ruling.

Outfitting the Modern Store

Continental Clothing Company, Eau Claire, Wisconsin, moves into new quarters—Takes its place with the best equipped and most completely merchandised institutions of the Northwest—Systematically departmentized—Dust-proof glass cabinets feature.



EQUIPPED with patented wardrobes and the latest in all forms of store fixtures the Continental Clothing Company, Eau Claire, Wisconsin, opened for business in its new building last month, and the new quarters of this popular concern now ranks with the most modern and best merchandised institutions in the entire northwest. From a standpoint of beauty, efficiency and service the new Continental has no superiors in the section in which it is located.

Plans for this spacious and commodious new store have been under way since fire destroyed the old Continental building several months ago. A. P. Hansen, proprietor, promised the people of Eau Claire a store that they would be proud of, and he gave every detail in the preliminary development his most careful attention, laying particular stress on the methods of keeping stocks fresh and clean, and on the general service.

A visit to the new store will reveal new fittings—

consisting of dust-proof cabinets, behind glass, and free from all the elements that produce shopworn goods. Because of the accessibility to and the arrangement of these cabinets the general efficiency of the store is greatly increased. This glass cabinet equipment allows merchandise to be on display at all times and the customer can make his or her selections without having the clerk take down countless boxes and littering the counters with them.

All clothing is kept in revolving type wardrobes, protected by dust-proof glass doors which swing out and disappear into the cabinet. This enables the display of a double capacity in a given space. With this method four to five times as many garments can be shown in a given time as could be done under the old methods.

The arrangement for handling and displaying hats is the most up-to-date, every hat in the entire stock of the store being on display—accessible and convenient. The entire stock is protected by glass doors.



NECKWEAR AND UNDERGARMENT DEPARTMENT OF THE CONTINENTAL, EAU CLAIRE, WISCONSIN.



MEN'S FURNISHINGS DEPARTMENT OF THE CONTINENTAL, EAU CLAIRE, WISCONSIN.

The first floor space is practically all devoted to merchandise for men. In the front and to the left as one enters the store is the section devoted to men's shirts, underwear, neckwear, pajamas and night robes, all contained in glass fronted cabinets, where one can see the full assortment of goods at all times, and in this, the matter of selecting is made much easier. To the immediate right as one enters, unlike dust-proof cabinets, is found hosiery, belts, suspenders, gloves, dress gloves, automobile gloves, etc., while beyond this department is the most complete hat department, which takes up almost one-half the length of one side of the store. All hats are displayed in the cabinets.

To the rear on the other side are the great glass cabinets or wardrobes where are contained and displayed men's clothing, suits, etc. To the rear of the store is another complete department—sporting goods.

This is one of the most complete shops in the northwest and is copied, only on a smaller scale, after the new Spaulding Goods Store on State Street, Chicago.

The Continental supplies a large section of the state with sporting goods, having equipped many of the schools in this section. The sporting goods are displayed in latest style units, the same as other goods.

In the extreme rear and in the basement is located the work goods department.

The ladies' and children's departments are located on the second floor, which is also very elaborately and conveniently equipped. There are also the men's overcoat section, auto robes and blankets, and, in addition, there is another department which is seldom found outside of the larger cities—the men's extra size department, where suits for extra longs, extra shorts, stouts, and shorts can be had.

The fixtures installed are of a rich, walnut brown, mahogany finish. Mirrors handsomely finished in the same way adorn a great number of the show cases. The office equipment is also of the best quality of material and has every convenience for the systematic handling of the store's business.



The retail advertiser considers the newspapers as the most important channel through which to reach the shopping public—The second of a series of articles dealing with retail advertising in its varied forms—A few examples of trade pulling copy.

As stated in the article of last month, the retail advertiser, who undoubtedly spends the most money for advertising his wares, accepts the daily newspaper as the logical channel through which to reach the trade, and, since the publisher looks to the retail advertiser as one of the chief sources of revenue, there is a well-defined relationship between the advertiser and the publisher.

<small>Grand-Mercantile-Survey of THE PHILADELPHIA INQUIRY, TUESDAY MORNING OCTOBER 8, 1918</small>						
<small>Grand-Mercantile-Survey of THE PHILADELPHIA INQUIRY, TUESDAY MORNING OCTOBER 8, 1918</small>	WANAMAKER'S	<small>Early Opening at 10</small>	WANAMAKER'S	<small>Early Closing at 4.30</small>	WANAMAKER'S	<small>Weather Fair</small>

Who's for America? Who's for Victory? Who's for the Liberty Loan?

Save for the Best
Joe Francis
 1946

Abundance of the New Seal Fur

SEAL FUR, the most beautiful of furs, is now available in abundance. The new seal fur is the most beautiful of furs, and is now available in abundance. The new seal fur is the most beautiful of furs, and is now available in abundance.

200 Silk Petticoats at \$1.88 Each

Save a Good Thing in the Sale of Beauty and Lingerie

For Women

There has hardly been a more popular fur than seal fur, for which a million women have been waiting in order to find out what the possibilities of this fur and its fashion in the fur of the future are.

This abundance alone that with all the attractive innovations already observed in the fur world, the new seal fur is the most beautiful of furs.

Seal fur is the most beautiful of furs, and is now available in abundance. The new seal fur is the most beautiful of furs, and is now available in abundance.

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[illegible][illegible][illegible]

Consistent use of space in the newspaper reaching the greatest number of people likely to buy your goods is an important essential in advertising. Newspaper space is valuable and should be utilized by copy that is carefully and thoughtfully prepared.

Double S. & H. Trading Stamps in the Forenoon
M. L. Parker Co.
 200 West 12th St. Phone 4000
 Which do you prefer?
 Only Two More Days of This Great Profit-Sharing Event

PEACE JUBILEE SALE

A great sale celebrating victory as well as a special inducement for the making of new customers and renewing old acquaintances and friendships.

Handkerchiefs
 6-25c
 12-25c
 24-25c
 48-25c
 96-25c

All Wool Sweaters
 Special at \$6.98
 There is a splendid opportunity for women to get a great, warm, comfortable sweater at a very low price. Hand-knit sweaters of all colors, styles, and sizes. \$6.98. While they last.

Silks and Wool Goods
 Silks at \$1.29 Yard
 Wool Goods at \$1.49 Yard
 \$1.29
 \$1.49
 \$1.79

Infants' Coats
 \$4.98
 \$7.95

Kid Gloves
 \$1.85

Velvet Bags
 \$3.45

Coverall Aprons
 \$1.95

House Dresses
 \$1.49

Petticoats
 \$1.39

Ribbons
 \$1.39

Knitting Yarns
 \$1.39

White Ivory
 \$1.39

Blankets and Comforts
 \$1.39

Household Linens
 \$1.39

Friday Only
 14c

Sale of Women's Coats
 \$18.50 \$25.00 \$35.00
 If you need a coat you surely should attend this sale. Do not wait for the next winter season, because you may not be able to get such wonderful values as these.
 Not only do these coats come in the most fashionable models, but the materials are also those that are in demand. Materials of Silvertone, velvets, tulle, cheries, broadcloths, plaid and pique. These great groups prove for all time.

Sale of Trimmed Hats
 at \$1.98
 Ladies' and girls' trimmed hats with ribbons, feathers, and other accessories. \$1.98. While they last.

Jubilee Linens, Domestics
 \$1.00
 \$2.00
 \$3.00
 \$4.00
 \$5.00
 \$6.00
 \$7.00
 \$8.00
 \$9.00
 \$10.00
 \$11.00
 \$12.00
 \$13.00
 \$14.00
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and most of all, copy that tells the unadulterated truth. A broad understanding of the psychology of human nature is necessary in expert advertising men, and in addition there must be that thorough knowledge of the merchandise of which he tells.

In short the advertising man to be successful must be able to arouse or create a feeling of need where that feeling has become passive, or where it is altogether lacking. He must succeed in this with a minimum of unused time and misspent money. Therefore, a good advertising man must have far-reaching understanding of the sources of human action, and the ability to intelligently and effectively create a desire where no desire previously existed.

There are four prominent essentials for good advertisements, and the failure of any one of them to be present renders the others of little use. First, there must be that attractiveness to gain the attention; second, the power to arouse the interest; third, the force and appeal that creates the desire to own, and fourth, that compelling force that carries with it the will to have. Without the capacity for doing these four things the advertisement is a failure; and, if the advertising man has not the ability to combine these four essentials in a single piece of copy he can not demand the big salary that is at all times ready for the man who can.

Reproduced herewith are several illustrations of department store advertisements prepared for the daily papers. The copy of Rothschild & Company is typical of all newspaper advertising matter used

by this big Chicago popular price store. This is indeed a veritable store directory, and no doubt had a very strong appeal to the housewife who is constantly scanning the dailies in search of just such news as contained in this advertisement. The type is good and the arrangement pleasing. A fine example of the popular price department store.

"Where employer and employee are in closest harmony—where the spirit of mutuality is ever in evidence," is what is said about the John Wanamaker stores. This spirit of mutuality is at all times present in the Wanamaker advertising and its appeal is immediately felt. Wanamaker "ads" are conceded to be among the best produced by the retail institutions of the country. These "ads" are not merely "scanned"; they are carefully read, and few advertisements can boast a more perfect construction than that always present in Wanamaker's.

The illustration shown here of a Wanamaker "ad" is an example of perfect arrangement and layout and carries with it the usual striking appeal. However, it is a regrettable fact that this copy went to press with so many glaring typographical errors. Rarely does one find anything to severely criticize in Wanamaker copy, and this reference is in no manner a reflection on the layout or arrangement of the "ad," but is mentioned to again bring to attention the absolute necessity of most careful proof reading.

The M. L. Parker advertisement is very good, showing much thought and good judgment in arrangement. The cuts are nicely arranged and the various departments attractively grouped. A great quantity of merchandise is listed. The appeal is good, also the text and layout. The "ad" would no doubt have been better had "Peace Jubilee Sale" been used at top and in stronger type. This would have brought the firm plate to the bottom center—a stronger arrangement, I believe.



I. A. D. M. CONTEST—LIMIT CLASS 10—1ST PRIZE, H. H. SEAY.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

WITH six-ply cardboard selling at \$5.90 to \$6.20 per hundred sheets, it does not need an efficiency expert to say that the size of cards must be cut down in order to save on paper.

In conjunction with this—buy seconds—buy them in case lots and save an additional ten per centum. If you cannot use a case, get two or three merchants to go in with you and divide up.

As cards get smaller in size it will also become apparent that the general appearance of show cards made on white coated board will get worse unless pens are used. It is impossible to make a high-class brush letter on this board on small sized cards. It is getting almost impossible to get a good small size brush and this makes it doubly hard.

The pen bug-a-boo is to get a good ink, and I am inclined to think pen manufacturers are remiss. Three out-of-town window decorators called on me in the past month. All were skilled worders. In the course of conversation each asked the same query, "Hess, what do you use for ink for pens?"

Manufacturers of pens in this country pay no heed to ink for their product—across the water they do.

Ask a pen manufacturer what ink to use on a ball pen, he will tell you, "use India." Ask the boss to buy you India at \$7.00 to \$10.00 a quart and he will say, "Boy, you are crazy."

I believe the spirit of the day demands that a manufacturer should do all in his power to see that the consumer of his product has the proper material to get the best results. Manufacturers have chemists—dealers haven't.

Ten years ago in Chicago we bought an ink for \$3.00 a gallon in full measure jugs—blacker than India—would stand fifty per cent dilution and still be jet and it was absolutely fluid—no gum. A brush two inches wide could flow it and make a jet black stroke the entire width.

The man that made that ink dropped out of sight. I was told, in trying to ferret him out, that he had gone to Denver.

Your interest and satisfaction
come first here; everything
else is secondary

Fine imported
Scotch Tweed Suits
Sizes for all figures
\$50.

Electric Toasters
with the "flip-flop" drop
which holds and turns the toast
automatically—special at
\$3.75

Silk Petticoats for Christmas

Every woman knows how
thoroughly acceptable a gift
a silk petticoat is ***

3

A broad choice of the finest qualities in Men's Mufflers and Neckwear

Prices range from
\$2 to \$7⁵⁰

4

Two users here (I was one of the two) sought to have the ink analyzed but failed. Chemists couldn't get it. From this I know an ink can be made. The man's name who made this ink was O. F. Armstrong. If by any chance he is making it as a side issue, and known to any reader, you can confer a boon upon the fraternity by letting this paper know and I'll guarantee that if he will run an ad in this publication today he will get big returns.

In the using of text pens, India ink is not too expensive.

Card Number 1 is rapid text lettering—Card Number 4, rapid plug pen lettering. Using both in a high-class store—which card best reflects quality merchandise?

In Card 3, use a number three and one-half pen. In making an "I," begin with left side stroke, starting a little under top guide line, then come down with another stroke just touching this and finish off top and bottom. You can make a good antique or Devinne style Roman on order of letters shown last month.

This gives a little different touch to the card. The rest is single stroke pen text. Card Number 2 shows fast pen lettering and so do the small 3x5 cards.

Can you imagine getting cards like these three by five's made with a brush?

If in using the so-called speed pens, you find the

Special
Georgette Crepe Blouses
\$12⁷⁵

All-wool
54-in French Serge
\$4⁵⁰ yd.

Genuine
Lemaire Opera Glasses
for gift giving

Genuine
French Kid Gloves
\$3⁰⁰



DISPLAY BY HARRY H. HELM FOR THE MARSTON COMPANY, SAN DIEGO, CALIFORNIA.

pen cuts or scratches, try rubbing one of the smaller sizes on a real smooth oil stone, well oiled.

Another thing to be taken not too seriously is the use of white with these pens. Much of the reproduction of cards purporting to be done with large sizes of these pens is simply white cards lettered with black but reversed by the engraver. To use white on large sizes of these pens is a joke—don't think

that because you can't do it, the other fellow has something "up his sleeve." He can't do it any more than you can.

In using text pens let me again call your attention to the fact that the hand must be thrown over on its side, the pen holder resting just below the knuckle (never above it) and pen points squarely on the paper.



INTERIOR DECORATION BY W. J. SANGER FOR BURKE-FITZSIMMONS-HONE CO., ROCHESTER, NEW YORK.

Notes from New York

Stores continue enthusiastic cooperation with Government—Christmas buying season in full swing—Orkins' new specialty store opens for business—Mr. Hopkins depicts battle of Chateau Thierry—Display men who joined the colors to have old positions on their return.



By F. F. Purdy

N OBODY objected to retail business being killed for three or four days by the true and false reports of peace. But from the afternoon of Thursday, November 7, when the false report came through and the city went into a delirium of joy, through to the close of Saturday, November 9, the department store business was as next to nil as it could be and yet be doing business. Some Fifth avenue stores pulled down their shades when the first report came out, and closed up entirely, and others like Wanamaker's, off the avenue, closed up almost instantly. As sensing the situation quickly, it was interesting to note, in the progress

of the shouting, good-natured, semi-riotous parade up Fifth avenue, from which every vehicle had been swept, John Hannigan feverishly on the job in Lord & Taylor's corner window, putting in a large portrait of Wilson in the center, flanked by Washington and Lincoln portraits, with appropriate flags and banners. New York went wild that afternoon and evening and scarcely heeded admonitions from Washington that there was nothing to the report. Next morning hundreds of new people, marching, and on trucks, who heard the reports later, kept the pot boiling Friday, especially the shipbuilders and stevedores, whose time is very valuable and



PLATE No. 1010. DISPLAY BY C. A. F. SMITH FOR HERPOLSHEIMER COMPANY, GRAND RAPIDS, MICH.

This extremely attractive display of gowns was arranged by Mr. Smith during the early days of October, and is but one of a series of displays arranged at that time. Particularly interesting are the background panels which called attention to the Government's request

that Christmas shopping be done early. The decorative features are striking, yet simple, and consisted of blue velour drapes and multi-colored fruit festoons. The ornamental bowl containing gold fish gave a life-like tone to the window.



PLATE No. 1011. DISPLAY BY HENRY A. REMILLARD FOR MCAUSLAN & WAKELIN, HOLYOKE, MASSACHUSETTS

The background of this clever display of aprons and babies' apparel was constructed of wooden board and composition board. It was covered with felt of ivory tint and adorned with glittering holly and natural prepared Christmas trees in which were distributed a

number of miniature electric lamps in red, green, blue, and white. The floor covering was of ivory-colored felt. Every article was arranged in such a manner as to bring that piece out prominently. It will be noted that price tickets and show cards were not used.

labor much needed. Saturday, nobody's mind was on shopping.

At dawn Monday the whistles started in announcing the true report. It had been predicted that this would be an anti-climax, that the public had blown off all their steam, and there would be nothing to it. But not so. The old enthusiasm came back in wonderful degree, and again Fifth avenue was given over to the cheering, seething throngs. The houses on the avenue closed early and all before noon. Other large department stores like Saks', Macy's and Gimbel's closed at noon. And now we have a clear field for business.

Enthusiastic Co-operation of Merchants

The management of our department stores deserves the heartiest co-operation of every employee. They have loyally promoted every patriotic campaign and done business under great disadvantages. It has been an extremely difficult task for them to "carry on," take care of large overheads and do everything they have done in full, free and enthusiastic co-operation with the government. They have covered themselves with glory, if we may use the term in the commercial connection.

Finally, in reaching a clear field for business November 12, the stores connected with the New York Retail Dry Goods Association, which includes nearly all our department stores, put out thousands of beautiful new posters designed by Haskell Coffin, symbolical of Liberty and Victory, with a fine female figure with a sword and flag in either hand, over the inscription "The government asks you to do your Christmas shopping early. Do it now."

Universally displayed, in windows and interiors, these posters had an excellent effect, re-enforced by the smaller card illustrating the handsome sticker furnished free to customers to affix to packages asking recipients of the gifts "please do not open till Christmas." Above was the injunction, "Shop early, but more important, ship early." The governmental injunction was to "Spread the holiday business over three months instead of one," and the stores generally got busy in a united way none too soon. Never have they had such a fine opportunity to promote an early pre-holiday business.

As usual, the holiday opening comes, in the public mind, with the featuring of the toys. Among the stores that opened up their holiday toy exhibits Monday, November 4, was Gimbel's, where Mr. Hopkins had a new kind of a show; more effective even than big special ground exhibits, and yet taking up little room. There was a score or more of moving horizontal exhibits all over the fourth floor—the toy floor—running from column to column, showing all kinds of interesting moving scenes. In one the boys were automatically rising up out of the trenches and retiring. In another the woodworkers were at work making aeroplanes, and the movement and general automatic action in all the scenes attracted crowds at all points. In fact, being scattered all over the floor, at elevated points, they carried the crowds all around among the merchandise instead of holding them at centered positions. The first Gimbel toy window was put in on the following Monday, November 11.

The big United War Work campaign was strongly featured in the windows, and notably at

Gimbel's, where a tremendous hat, the emblem of the drive, was conspicuous, apparently filled with bills, with the injunction to "put it all in one hat." A favorite method hereabouts was for employees to donate one day's pay, and at Best & Co.'s, we are informed by Mr. Trehwella, on Monday, the eleventh, when the real news came, the whole force assembled at a patriotic meeting the first thing in the morning, with singing led by Prof. Camillieri, as usual, and a patriotic speech by the waist buyer, when all hands signified their intention to give a day's pay each to the good cause. The store was not opened to the public at all.

Abraham—Strauss Windows

A. & S., over in Brooklyn, had two of the most beautiful windows of November seen hereabouts, one a patriotic window featuring the United War Work drive, and the other frankly a strong Christmas window, and the date was November 12 at that—early, to be sure, but strictly in line with governmental suggestion and business sense. In the latter window was a fully dressed Christmas tree, with a little service flag with single star, while below was a large display of all the things dear to the soldier. The other half of the window, to the right, illustrated the reception of holiday gifts by the soldiers, and made a fine climax. Several of the boys were opening packages, sitting on mounds covered with

snow. There was a hut at rear, and a painted background with a snow scene, and the decorative leaves shown were covered with snow. This window was in all during the term in which Christmas packages were to be mailed to soldiers in time for Christmas. The other window mentioned was very beautiful. To the right was a stand of flags of all the Allies, the standards nearly perpendicular, with the fabric of the flags stretched out fully as though blown straight out in a high wind, this being accomplished by unseen fixtures. The showing of these fine, large silk flags was exceedingly beautiful. At left were wax figures of Faith, Hope and Charity, in simple satin drapes of uniform flowing design, Faith being in blue, Hope in white, and Charity in red; each wearing the familiar peaked frontpiece of victory. The entire scene was crowned by a fine representation of Peace, in center front of window, in similar drape of white, bearing a visitor's wreath. Each figure had a palm leaf in the hand.

"Largest Flag" Unfurled

B. Altman & Co. made the most extensive and impressive window display for the United War Work drive, giving over their entire Fifth avenue stretch of windows, one window for each of the seven objects of the campaign, containing a large and finely wrought emblem of each organization. The first window was for the Y. M. C. A., with

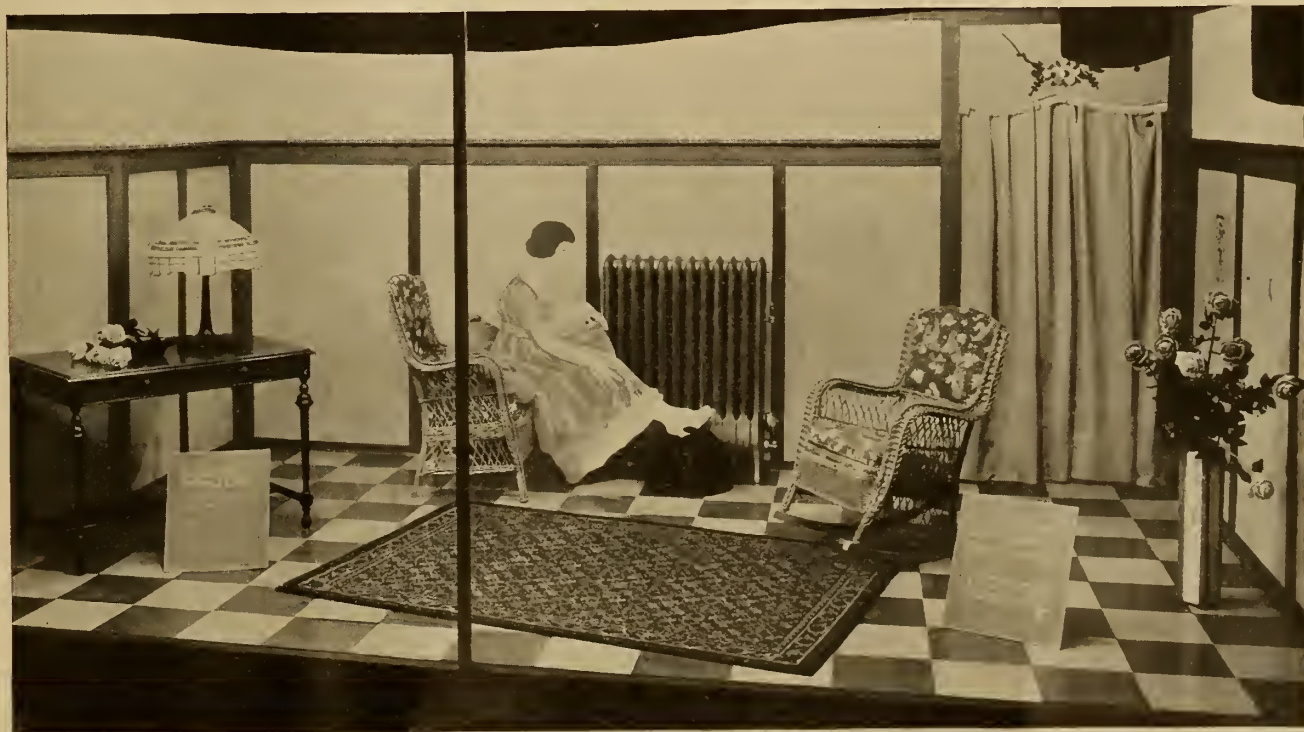


PLATE No. 1012. DISPLAY BY OTTO S. LASCHE, EAST SAINT LOUIS, ILLINOIS

This attractive display opened the heating season and drew great attention from passersby. The cozy and simple setting with the girl warming her feet on the radiator sent home the story and brought to mind the use of the radiator. The walls and floor were worked out

in brown and tan, and the draperies and flowers were in old rose. The chairs were gray with black, rose, and green upholstery. The little lady was a cut-out and gowned in pale green. The color scheme was harmonious and centered the eye on the advertised article.



DISPLAY BY HENRY A. REMILLARD FOR MCAUSLAN-WAKELIN, HOLYOKE, MASSACHUSETTS.

the large symbol finely framed in center, American flag draped from left of frame, red velvet background and floor. The next was the K. of C., with the large emblem similarly framed and fine silk flag to left of frame, with background and floor blue velvet. Then came the Jewish Welfare League window, treated the same way, but going back to red velvet background and floor. The other four objects each had a window of the same style, the treatment alternating between red and blue. From the second floor windows, above each of the exhibits named, floated to the breeze a flag emblematic of the fine display underneath. The whole front was most impressive, and everything connected with it was produced in the shop and workrooms

on the Altman premises. During the week "the largest flag in the world" was upon the Altman store, measuring 100 by 65 feet. There are many interesting features in this great flag, which are woven into it and only visible, of course, when close at hand.

Mr. Frankenthal came back to Altman's last month, after his illness of several weeks, looking in fine health, and putting on many touches to exhibits. The display managers generally were on the qui vive November 10 regarding the armistice, and the situation may be described in the words of Samuel Ellis, well known as assistant to Mr. Frankenthal for many years: "I was awakened at



DISPLAY BY C. J. WESTVIG FOR DOTSON & KERWIN, WATERLOO, IOWA.



DISPLAY BY HARRY H. HEIM FOR THE MARSTON COMPANY, SAN DIEGO, CALIFORNIA.

4:30 Monday, November 11, by the whistles, got right up, dressed and rushed down to the store. First I assured myself beyond doubt that the signing of the document was absolutely authentic. Then it was a busy two hours with the flags, and by 9 o'clock the entire store was ready for any patriotic emergency and worthy of any function, local or national, with a disposal of the national colors at every appropriate place on the front."

In this last drive, as well as all others, the patriotic work of B. Altman & Co. was most conspicuous, as well as the very intelligent carrying out of the ideas of the house by Mr. Frankenthal, and his assistants, Mr. Ellis and Mr. Ireland.

Orkins' New Store Opens

The new Orkins specialty store has been opened up on the big shopping block of Thirty-fourth street, and from a small store on the ground floor, with larger quarters, however, upstairs, this store has blossomed out into a modern establishment with handsome fittings, with 75 feet front, five stories and basement. It is but five years ago since Mr. Orkins began business on Thirty-fourth street. Great is the specialty business, and results are there achieved quickly. Mr. Orkins has a long lease on the building adjoining in the rear, fronting on Thirty-fifth street, which can be connected if required by expansion of trade. One of Mr. Orkins' chief assistants, in an executive capacity, is Lawrence McArdle, formerly assistant to Jack Cronin, display manager for Bamberger, Newark. He stood over the workmen and got into the building earlier

than was otherwise possible. Nothing like standing right by and keeping them hustling, the way things have been with scarcity of labor lately, and workmen soldiering on any job. McArdle has his eye on merchandising, and is likely to work into that end. He believes, as we have often remarked in these columns, that merchandising ought to be the next higher step for the display manager.

The Orkins windows, both the island window and arcade windows, and the cases topping the inside fixtures, will afford a fine field for Display Manager Richard Dougherty. The backgrounds are of Circassian walnut and he has been showing something in the windows during most of November, when things, on account of removal, were naturally somewhat chaotic. He says that even back on election day they had a "little opening," and the turnover was wonderful, the customers being handled with difficulty. They have been opening more and more every day until the last of the month, and now may be regarded as settled. Shirt waists and underwear are shown on the main floor, the coats, suits, dresses, etc., occupying the upper floors. The business retained temporary location at Broadway and Thirty-fifth street until the middle of November. The newly remodeled and enlarged location will have a fine frontage, with the arcade and island window.

William Powers, assistant to Mr. Schwarcz, display manager for Macy's, was housed at home a week last month from the influenza and is back again at work. The two girls who are working here assisting in the windows still continue these duties. Mr. Schwarcz has a capable young secre-



DISPLAY BY WM. J. SANGER FOR J. B. WELLS & SONS COMPANY, UTICA, NEW YORK.

tary, Miss Gussie Kaminski, who is one of them, devoting most of her time to the windows. It is interesting to get a girl's viewpoint. Let her give it in her own words: "I get merchandise and return merchandise, and thus become familiar with it. I help the decorators in the window. When they are up on a ladder and need something I hand it to them without being told. (Great thing, initiative). I like dealing with fabrics, and sometimes do some of the lesser work in the windows in making up the displays. I also get articles out of windows for customers." This, be it said, is not an argument for employment of feminine window decorators, but simply a statement of fact.

Mr. Hopkins about the first of December had a fine window depicting the scene of the battle at Chateau Thierry, that cost real money and thronged the street in front. It was not a toy, but a faithful reproduction, as close as could be obtained from illustration and description. There was, in front of a large Gimbel window, the empty trenches, with the boys advancing in the distance. The tanks were in full view ahead, passing houses, trees and broken buildings, all of the foregoing features being carefully and finely modeled for the occasion. In the background, on a painted panorama, was a further

scene, with the aeroplanes overhead, while at rear was a provision for a moving panorama. It was a notable, successful effort, enhanced by the inscription of the historic words of General Bundy to the effect that ground had been given, and notwithstanding the order of their masters, the American soldiers would not understand it, and he had ordered the advance. The magic words "Chateau Thierry" and date below were sufficient, and capped the climax. Another window, in a week earlier, showed fully dressed mannikins of the peasantry of the allied and neutral nations, and also the fete dresses of the bourgeoisie and more privileged classes. This was specially designed to advertise the doll department, and it did the work. There were about fifty figures.

At this writing the word is that the "peace colors" are cherry and navy blue, which may become conspicuous in the treatment of windows generally. At any rate, this is a factor that display managers will be watching developments upon.

Now the advent of the boys from "over there" will be awaited with interest. As one display manager says, "We have never really filled their places. We can't find the skill." They will be welcomed with open arms and their old jobs will be waiting for them on their return.



A Story Without Words

Interesting and impressive display arranged for the Wurzburg store—Features wax figures which were sensation of the recent I. A. D. M. exposition in New York



THIS very unique display which was recently placed by T. Guy Duey for the Wurzburg store, Grand Rapids, Mich., proved one of the most attractive and interesting that has ever been produced in this section.

The scene proper takes one back to an old homestead of an aged couple, the man a veteran of the Civil War. In one corner stands the old musket, a relic of that age, the powder horn hanging on the wall directly above same. An old-fashioned corner shelf is hung in the right-hand corner; the old clock shelf on center of rear wall, with an odd cover made of felt with unique patches of velvet. A small vase and an old tin candle stick sets at the left of clock, while on the right is a recent photo of the son in service.

On the wall near the window hangs an odd brass whisk broom holder and broom; over the door is the embroidered motto—"Home Sweet Home" in old gilt

The antique pieces of furniture include an oval, marble top table, with old cover of red felt, with black printed design all over. The crazy patch cushion and head rest are properly placed upon the chairs, also the paisely shawl the mother has just thrown on the chair.

The pictures of two prominent "war presidents" appear on the wall, in frames characteristic of the times; together with a service banner, which indicates a son in service "Over There." An old (hit-and-miss) rag carpet covers the floor. The old couple have just received a letter from the son over seas, and the mother is reading same with tears trickling down her cheeks, while the father is going over the map in the newspaper to find the location of the son on the battle line. People of all ages and walks of life were intensely interested and impressed by this scene.



UNIQUE SETTING BY T. GUY DUEY FOR WURZBURG'S D. G. CO., GRAND RAPIDS, MICH

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing" - -	Established 1893
"The Show Window" - - - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser" - - - - -	Established 1903
"Merchant and Decorator" - - - - -	Established 1905

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****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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December, 1918

Sees Peace as Impetus to Trade

JAMES SIMPSON, Vice-President of Marshall Field & Company, commenting on the effects of peace on general business conditions, says:

"We are looking for a continued era of good business because of increased demands and our increased ability to supply these demands. People, for the most part, have been practicing economy during the war, and now that the patriotic motive for economizing has been removed, we expect to sell more varieties of merchandise and merchandise of a character which would not, under a strict interpretation, have been called essential in wartime.

"We shall also have many unusual requirements to fill in the way of equipping our sailors and soldiers for civil life. The demands of these men alone, for clothing and the accoutrements of civil life, will cause a heavy drain on manufacturing and retailing.

"Almost daily announcements from Washington remove restrictions on trades and manufactures. We are thus led to hope for a fairly rapid return of

conditions under which the manufacture and shipment of merchandise will be on its old, normal basis. Many of the things we have been doing without we probably shall have with us in the near future.

"So far as the effect of demobilization upon employment is concerned I can say that Marshall Field & Co. will make it possible to take back employees who left to go to war. Women whom we have employed to take the places of men have proved highly efficient in many positions. Many of them doubtless will find permanent employment in the business. As we have known them, the women who went into business to help in the emergency are deserving of great credit.

"Within a few months we shall all be in 'business as usual,' with a few minor variations to which every one presently will be so accustomed as to forget they are new."



Retail Dry Goods Men Confer

THE most vital problems that ever confronted the retail dry goods business will be discussed in connection with the war emergency meeting to be held in Atlantic City, December 4, 5 and 6. These problems have to do with the business during and after the readjustment period.

The National War Service Committee has arranged for a separate conference of the men engaged in the dry goods branch of retail merchandising, and Alvin E. Dodd, executive secretary of the National Dry Goods Association, has prepared a list of suggested subjects for discussion and consideration at the conference. The list follows:

1. Methods to stabilize prices during the reconstruction period.
2. What method for the cancellation of government war orders with your craft would create the least amount of hardship on the industries and permit a readjustment to normal commercial condition?
3. Suggestions as to the continuation of the War Industries Board or any of its divisions, or any other governmental departments during the period of reconstruction. Should such board or departments have the authority to control materials and regulate prices. If so, for what period?
4. What control of materials during the reconstruction period could the war service committee suggest which would prevent an over or under supply and avoid a demoralization of the market? Should this be controlled by the crafts or by a governmental agency?
5. What suggestions of the conservation division might be continued during the readjustment period? Is it possible to maintain a conservation schedule after the war without legislative authority?
6. What methods and practices would simplify production, save materials, eliminate wasteful practices, reduce the number of styles, without destroying individual creativeness?
7. What propaganda is necessary to educate the retailer and consumer to accept these eliminations and simplifications, and what plans might be arranged for better functioning with committees of jobbers and retailers?
8. What percentage of commodities was produced in the United States before the war and what percentage imported?

Suggestion for increased production for domestic and foreign commerce.

9. What is the underlying reason for the importation of foreign-made goods? Prices? Styles? Label? Design? Or excess demand over domestic supply?

10. When the demobilization of military forces takes place, how can the men best be returned to their former industrial pursuits, and how will it affect the labor situation?

11. What is the most important functions to be performed during the reconstruction period by the war service committee of the retail dry goods and department stores and what arrangements should be made for continuing its activities at Washington?

JANUARY, 1919, "sale windows" will present many decorative features. Peace conditions and the growing realization on the part of the merchants of the value of embellishment augur for unusually attractive January displays. A moderate floral treatment has always been popular with display men in arranging these particular displays, but we may look for a more lavish use of flowers together with other decorations in next month's window displays. Many new decorative features for "white sale" displays are listed in the advertising pages of this issue.

Hold Your Bonds

THE public has frequently been advised to hold their Liberty Bonds, and advised against disposing of them to some questionable concern or to any individual unless it was absolutely necessary. It is a patriotic duty to hold your bonds, and, in addition, United States Liberty Loan Bonds are the safest investment in the world. Beware of get-rich-quick institutions and agents who offer to dispose of stock in their companies in exchange for Liberty Bonds. You have the United States government as your security. What more could you ask? As a patriotic duty and as a sound business proposition, hold on to your bonds.

Slightly Damaged Books

WE still have in stock a few of those well known books—"The Art of Decorating" and "Sales Plans." These books are slightly damaged, and for this reason we are offering them for one-half the regular price. The very slight imperfections appear on the covers only, the contents of each and every book being clean and complete.

"Sale Plans," while they last, may be secured for \$1.25. "The Art of Decorating" we will prepay to any address upon receipt of \$1.75. Take advantage of these splendid offers.

DURING Thanksgiving week thousands of stores throughout the country had in window displays calling attention to the tremendous task of America feeding the allied countries.

Improved Retail Trade

MARSHALL FIELD & COMPANY, Chicago, in their weekly review of the dry goods trade says:

"Current wholesale distribution of dry goods is running a little in excess of the heavy shipments of the corresponding week a year ago.

"Total orders from salesmen on the road were about the same, orders for immediate delivery were larger, while sales for future delivery were a little less.

"More customers were in the house than last week, but not so many as during the corresponding week of 1917.

"More or less inactivity in the retail business during October due to the influenza epidemic and the unseasonable weather has been followed by improved conditions and merchants look to the future with optimism.

"The signing of the armistice points to an excellent holiday business. Collections continue good."

Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1918 have been made as follows:

Albert Gregory, Sidney, Australia.
Henry A. Remillard, Holyoke, Mass.
C. R. Morgenthau, Joplin, Mo.
E. F. Gillen, Syracuse, New York.
V. L. Carson, San Antonio, Texas.
Leslie D. Slack, Bloomington, Ill.
Clement Kieffer, Jr., Buffalo, N. Y.
H. H. Tarrasch, Columbus, Ohio
G. F. McConnell, Montreal, Canada.
J. Harold Chadwick, Johnstown, Pa.
L. M. Van Courten, Brookfield, Mo.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Value of High-Class Draping

Series 2—Article 12



By T. Guy Duey

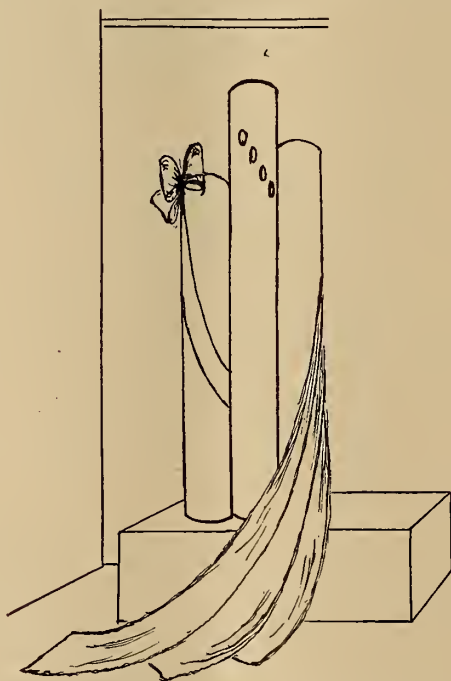
“VICTORY” has been sounded and hardly had the echo been heard before America burst forth to readjust and reconstruct for the return of normal days of business and social activities.

Almost on the moment came the feeling of prosperity by manufacturer, wholesaler, merchant and the general public; a determination to live again with at least a thought of a few of the luxuries of dress and festivities of society.

One of the first things which has been brought out is an authentic combination of colors known as

However we expect to see some very pleasing arrangements with the vivid cherry shade predominating.

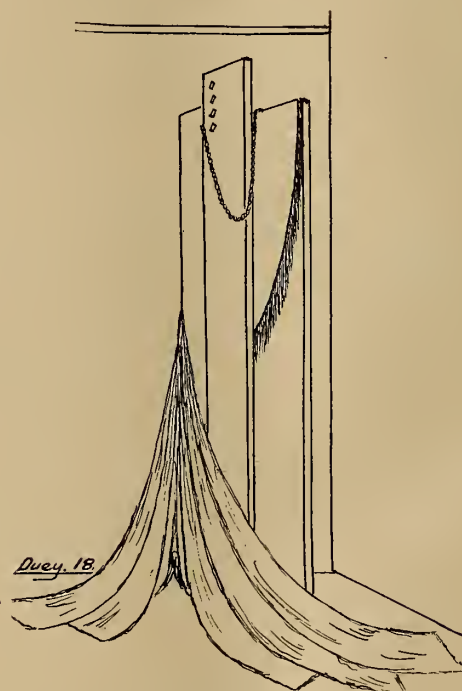
The complete display here shown was installed by the Wurzburg Dry Goods Company. Grand



“Victory Colors,” and which will doubtless appear very prominent during the next few months among the smart dressers.

These “Victory Colors” are navy blue and cherry, a combination which indeed can be made very striking or can be made very simple by the proper combining of the two shades.

Safe to say the majority of garments carried out in this scheme will be largely of the navy, with the cherry confined to trimmings, buttons, collars, etc.

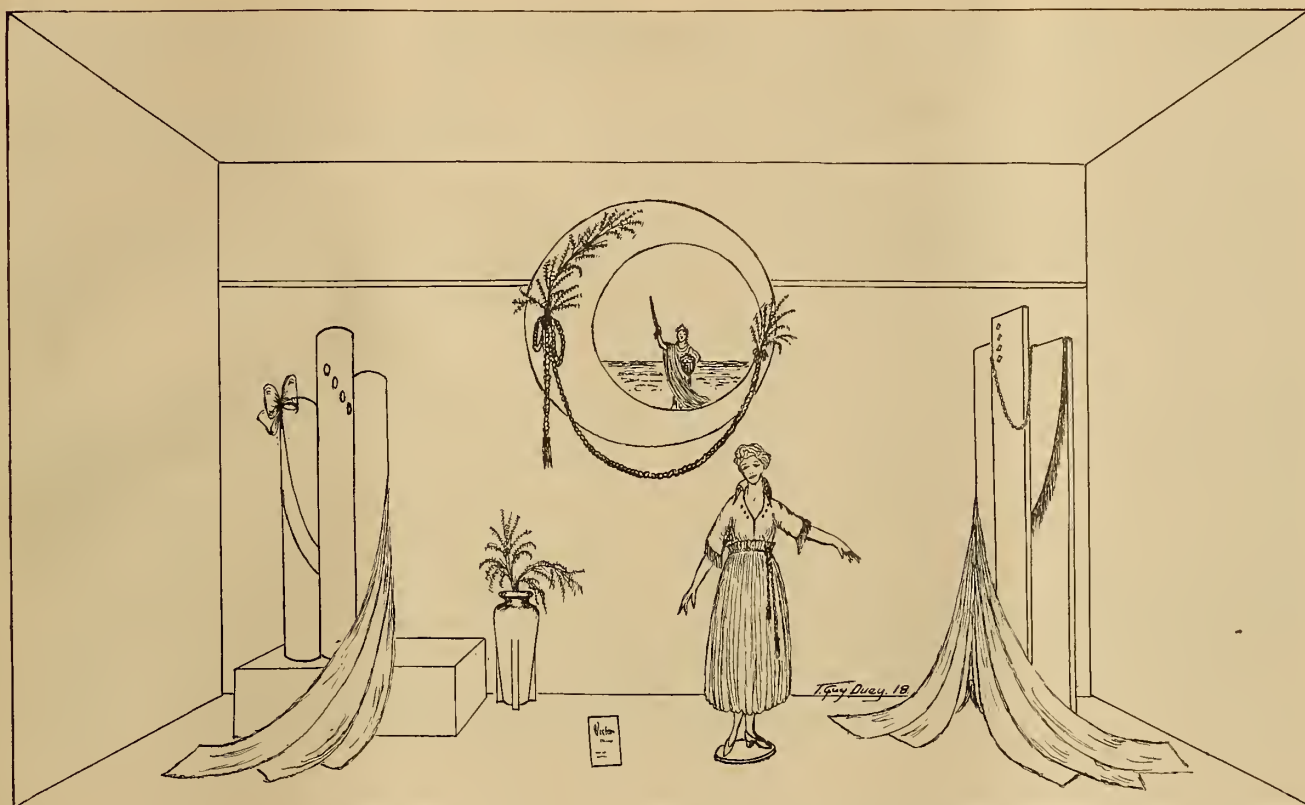


Rapids, Michigan, simultaneous to the creation of the color combination by the Textile Association, and was very much of an attraction. It immediately started these colors moving.

A decorative panel cut from composition board was used in the center of the background, the outside circle being covered with a cherry colored sateen, over this some blue flower sprays and cord were pleasingly arranged.

The center panel which was covered with navy sateen, was placed on the back. Upon this was mounted a small cut-out figure of Victory. A large vase stood upon the floor containing cherry colored flower sprays.

The figure drape in the center of the display was made upon a composition board cut-out, from a ten-yard piece of navy taffeta. Starting with the ends



SETTING AND DRAPES BY T. GUY DUEY, DISPLAY MANAGER, WURZBURG'S, GRAND RAPIDS, MICH.

you can make the two sleeves and the blouse, without the collar. Next place an elastic band around the waist line, and by taking one selvage and starting in center of front shirr on to make the skirt, using width of the material for length of skirt.

Cherry colored cord and tassels are suggested for the finish at the waist line, while a fringe in the same color is used for trimming the sleeves. Cherry colored buttons are used together with a collar of the same shade. The collar can be had either from the neckwear department or can be made from a small piece of silk or ribbon.

Drape Number 1, on the left, is made over three cylinders, each being about nine inches in diameter; these being placed upon a large slab.

The two side cylinders are covered smoothly with the navy blue silk, while the center one is of cherry color silk; these are all covered from top to bottom. Three sweeps of the navy are gracefully draped forward upon the floor.

Drape Number 2, at the right, is made over three tall slabs of various heights and these are covered in the same manner as the previous drape except that the cherry shade is used for the two outside panels, the center one being of navy. The series of sweeps are made of the navy shade.

You will note the trimmings suggested are ribbons, buttons, fringes and beads. These should all be in either of these shades. The show card should also be carried out in these colors.

It would be well to show a number of accessories along with this display provided they are available in the colors.

By the time this article is being read there will be many planning or installing displays of the "Victory Colors."

Let us all cheer for "Victory" and the return to normal conditions, and especially for the display men, who have certainly worked untiringly through the great crisis although greatly handicapped.



Your Hardware Windows

*Extreme care and originality of treatment necessary
in arranging hardware displays—Most attractive when
presenting a practical appearance*



IT HAS been a real pleasure to note that hardware dealers everywhere are coming to realize more every day that the store window presents one of the best possible advertising mediums and that the extreme care and originality used in designing attractive window displays is time well spent. Nor should the matter of expense be neglected for it is quite as important for you to spend money on window display advertising as it is to spend it on newspaper publicity.

The most attractive displays for the hardware dealers are those which present a practical appearance, because they immediately attract the attention of those who are planning to use just the line of goods advertised in the window. Of course there are lines which cannot be well arranged in this manner, but even with these the display should not clash in any way with the other articles in the window. For instance, it is not good judgment to show nettings and grindstones. If they must both come in the same window, place a screen or partition between, thus making a double display.

The same judgment must also be exercised in making up displays of expensive and cheaper grades of goods. Let the display be either the one or the other for they will not mix to advantage either in appearance or in the results or sales effected.

You can't dress your windows in a haphazard way and do it successfully. You must plan the work thoroughly and completely before you attempt. It pays always to know *whom you desire to reach* with the display before the goods are placed in the window.

When you have decided on the class of customers you expect to reach you will be able to select the proper goods.

Here are a few questions which will bring out the thought and the idea which I have in mind.

1. What specialties would you place in a window if you wanted to appeal to carpenters?
2. What articles would best appeal to housewives of factory homes?
3. Suppose you want to reach the semi-rich, what would appeal?



DISPLAY BY A. W. LINDBLOM FOR NEW ENGLAND FURNITURE & CARPET CO., MINNEAPOLIS, MINN.



I. A. D. M. CONTEST—LIMIT CLASS 24—FIRST PRIZE, OSCAR KLEIN, CLEVELAND, OHIO.

4. What displays would attract the attention of men who are not tradesmen?

5. Suggest a display for the sportsman—for the soldier—for the scout—for the farmer.

If any dealer, however small, had nothing to do but dress his windows, he would be able to do it about as well as some of the display men, and he would unquestionably have some mighty good windows, and have them most of the time. But when you've got to fit window dressing in with keeping the books, waiting on customers, receiving incoming goods, paying bills, answering the telephone, going out for orders, and a few other little things like that—you may wish mighty hard that you had some A No. 1 displays in view, but it isn't easy to find the time to fix them up.

Just a thought or two, then, to the busy man that may be slipped in here and there during the rush and possibly add an extra column to some of the figures on the right side of the books.

It's a pretty old story that goods on display in the windows should be seasonable—it's true of every part

of the store, but especially true of the window. Keep this thought in your mind. Windows do these two things if they are working right—they attract the attention of and get people into the store who would not otherwise come in, and they suggest the purchase of articles to those who were coming in anyway, that they might never otherwise thought of buying.

Both purposes are served by windows that follow the seasons. They will sell goods in late summer that are just the things to give added comfort or help out with the work when the sun is hot, to add some extra pleasure to the Saturday half-holiday, or the vacation at home.

It is well to remember that among the American people there are many men who love their homes and home comforts quite as much as women do. Even if your store happens to be on a street where the passers-by are made up of more men than women you will find that many things may be placed on display which will attract their attention and their pocket-books. In fact, many lines of hardware appeals more to men than to women anyway.



One Hundredth Anniversary

WEED & COMPANY, hardware dealers, Buffalo, N. Y., recently celebrated the completion of one hundred years of successful business.

A copy of the original store front of the concern which began business in September, 1818, was erected at the entrance of the present building and was built in the style of one hundred years ago. It presented a very picturesque appearance amongst the present homes of the surrounding city of mercantile establishments. The building projected eight feet onto the sidewalk and six feet into the store. The interior of the old building was filled with relics such as spinning wheels, old lanterns, harnesses, linen wheels, old guns, oxen yokes, etc.

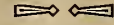
The interior of the present Weed building was decorated with the flags of our country and of the allied nations. In addition were one hundred and twenty floral pieces sent by the concerns of the city.

At various points of the store, displays of articles a century old attracted much attention, while the attractive booths of several of Buffalo's leading manufacturers with their up-to-date products called for particular attention.

In one of the show windows was a reproduction

of Buffalo as it was in 1818, with the interior of the buildings furnished and lighted, while the outside represented a street scene typical of the old days. In the opposite window was a hunting scene which harmonized with the first window. Since the celebration was held at the opening of the hunting season this window was all the more appropriate.

E. E. Closkey, display manager for Weed & Company, had full charge of the window and interior decorations.



AN INEXPENSIVE way of making a Christmas decorative tree has originated with Henry A. Remillard, display manager for McAuslan & Wakelin Company, Holyoke, Massachusetts.

An old umbrella frame, any size, gives the shape of the tree. Then take circular cut-out of composition board and attach with small staples at the bottom of the ribs. The frame is then completely covered with red crepe paper, using the full width and wrapping around on bias. Avoid putting too many layers on or the effect of the lighting will be lost. Next cut streamers of red crepe paper and wind around, overlapping each layer, leaving only the points exposed. Use pins to fasten. The frame is then placed in a jardiniere covered with red crepe paper and filled with sand.



DISPLAY BY E. E. CLOSKEY FOR WEED & COMPANY, BUFFALO, NEW YORK.

Frederick & Nelson in New Home

Seattle's most complete department store has elaborate opening—Established twenty-two years ago and has rapidly developed until it is now recognized as one of the most successful enterprises in the Northwest.

SEATTLE, Washintgon, the Queen City of the Pacific, now boasts of one of the most complete and modern department stores in the country. Recently, Frederick & Nelson announced the opening of their new store at Fifth avenue and Pine street, and a most elaborate opening program was conducted.

The history of Frederick & Nelson is comparatively short, as is the history which traces Seattle's transition from the straggling frontier village of the early 80's—the Seattle of the pioneers—to the Pacific metropolis of far-famed beauty and startling commercial records.

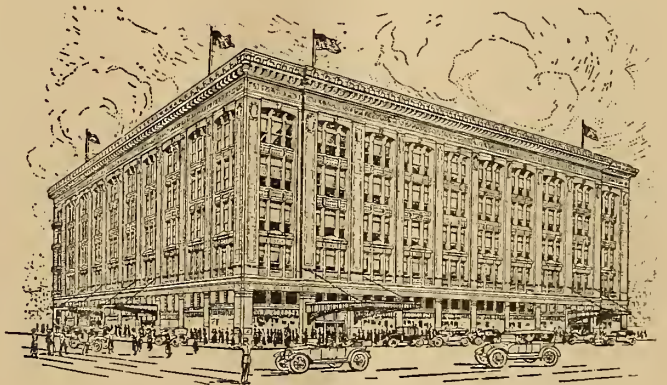
When the firm of Frederick & Nelson first established its location at Second avenue and Madison street, some twenty-two years ago, the knowing ones of that day were inclined to shake their heads at the temerity of those who would attempt to conduct a store so far up town, to the north of the retail district.

The tide of retail business steadily crept northward, however, and in the meantime Frederick & Nelson were compelled to take over more and more space in the Rialto block, to keep pace with their growing trade. Finally control of the entire block was acquired, two floors were added by remodeling and additional space was acquired by taking over the upper floors of two large buildings adjoining the Rialto building at the rear.

In recent years, the trend of retail business has insistently held to the north. The majority of the big stores and specialty shops of Seattle are today blocks north of Madison street, and the spot which was not many years ago deemed by many to be too far north for successful retailing will be tomorrow the heart of Seattle's financial district.

The new store building of Frederick & Nelson occupies a strategic site in the level, up-town district—the district created a few years since when Seattle's citizens refused to allow their city to be balked in its northward expansion by intervening hills, and literally melted these hills away into the deep waters of Puget Sound by a series of stupendous hydraulic sluicing operations.

The store site measures 250x250 feet, and upon this has been reared a beautiful, ivory-tinted structure in the late Renaissance style of architecture—five stories high over two full basements, and with an imposing frontage of seven hundred and fifty feet.



NEW STORE OF FREDERICK & NELSON.

The building is of Class A fireproof construction, reinforced concrete throughout. The facing is of full glaze ivory terracotta. The floor area totals over nine and one-half acres. There are six public entrances (two on each of three streets), each of these being sheltered by a beautiful bronze marquise.

In the sub-basement are located the machinery and motor rooms, the stock-rooms and the immense wagon loading platforms which form the terminal for the parcel conveyor system.

The basement floor is occupied by the Basement Store, an institution which, in the old Frederick & Nelson quarters, was a splendid success, and for which a phenomenal growth is predicted in the new location. This Basement Store is one of the largest in the country, with an area of over 70,000 square feet. It specializes in the merchandising of the lower-priced dry goods lines and includes also the toy, luggage, housewares and stove sections.

The first, second, third and fourth floors are devoted to the display and sale of the various dry goods, apparel and home furnishing lines, and to

the workroom and service departments of the various sections. The entire fourth floor is occupied by the furniture section and its workrooms.

On the fifth floor are the tea room and grill, the rest room, hairdressing department, victrola section and a modern auditorium with a seating capacity of 450. Considerable stock room space is also afforded on this floor.

The sixth floor, with an area of 20,000 square feet, accommodates the educational department; a thoroughly equipped medical department under a staff physician; the employees' rest rooms and sun courts, with lunchroom and kitchen in connection; the sample room for commercial men; the house laundry and other house departments.

A feature of the building is the exceptional provision made against fire hazard. A complete sprinkler system is reinforced by an aero-fire-alarm installation which exactly localizes and immediately registers an outbreak of fire (even before the sprinklers get into action) in the executive offices, at the building entrances and at fire headquarters. In addition, six fire towers of the enclosed stairway type have been installed, and, of course, the usual exterior fire escapes.

The lighting arrangements are admirable, each floor being provided with a type of fixture especially devised to meet its particular needs. Color-reproducing glass is used for the pendant fixtures of first and second floors, and in the Basement Store, its soft glow giving the same color values to the fabrics as in daylight.

The ventilating system enables a complete change of air to be made throughout the building every fifteen minutes. The air is tempered by heating coils, operated in connection with the ventilating plant, in the winter months, and is cooled by washing in the summer months. All parts of each floor are connected with a central vacuum cleaning station in the sub-basement.

The elevator installation includes eight passenger elevators, two freight elevators of medium size, two large van elevators capable of lifting the largest loaded motor truck from sub-basement to topmost floor, also an employees' service elevator and two electric dumb waiters.

A highly efficient installation of parcel chutes and motor-driven conveyor belts accomplishes everything necessary to convey parcels from points of purchase in the store to their destination at the loading bins in the sub-basement, prior to delivery to the customer. The aluminum tubing for the pneumatic conveyor system, the chutes and the belts are concealed from sight on all floors above the basement.

An electric time system, controlled by an electrically-wound master clock in the sub-basement, ensures correct and uniform time for the secondary

clocks, time-recording stamps and other timekeeping devices in the various parts of the establishment.

Thirty thousand square feet of Victoria-pink Tennessee marble are used for the first floor of the building, while pink and silver-gray marble are used for stairwork and wainscoting in various parts of the building. The furniture and carpet display floors are of hardwood, while many thousand yards of carpet and cork carpet are used in other sections and departments of the store. A soft, brown tone of mahogany dominates the building color scheme of fixtures and interior trim throughout the building.

The ornate and extravagant in fixtures and decorations has been carefully avoided, the general impression being one of quiet good taste.

There are 511 feet of window display space, and Charles T. Boyd is in charge of the decorating department.



January Cover Design

REPRODUCED herewith is halftone illustration of the window setting suggestion which will appear on the front cover of the January issue of *MERCHANTS RECORD AND SHOW WINDOW*. The design is Elizabethan, and extremely practical and pleasing for window settings.



Complete details regarding the construction of this setting and its application to the window and store interior will be given in the January issue of *MERCHANTS RECORD AND SHOW WINDOW*.

Window Setting Design No. 3

THE window setting suggestion shown in full color on the cover this month presents the modernized Greek treatment of decoration, and may be readily adopted, in full or in part, to the display window.

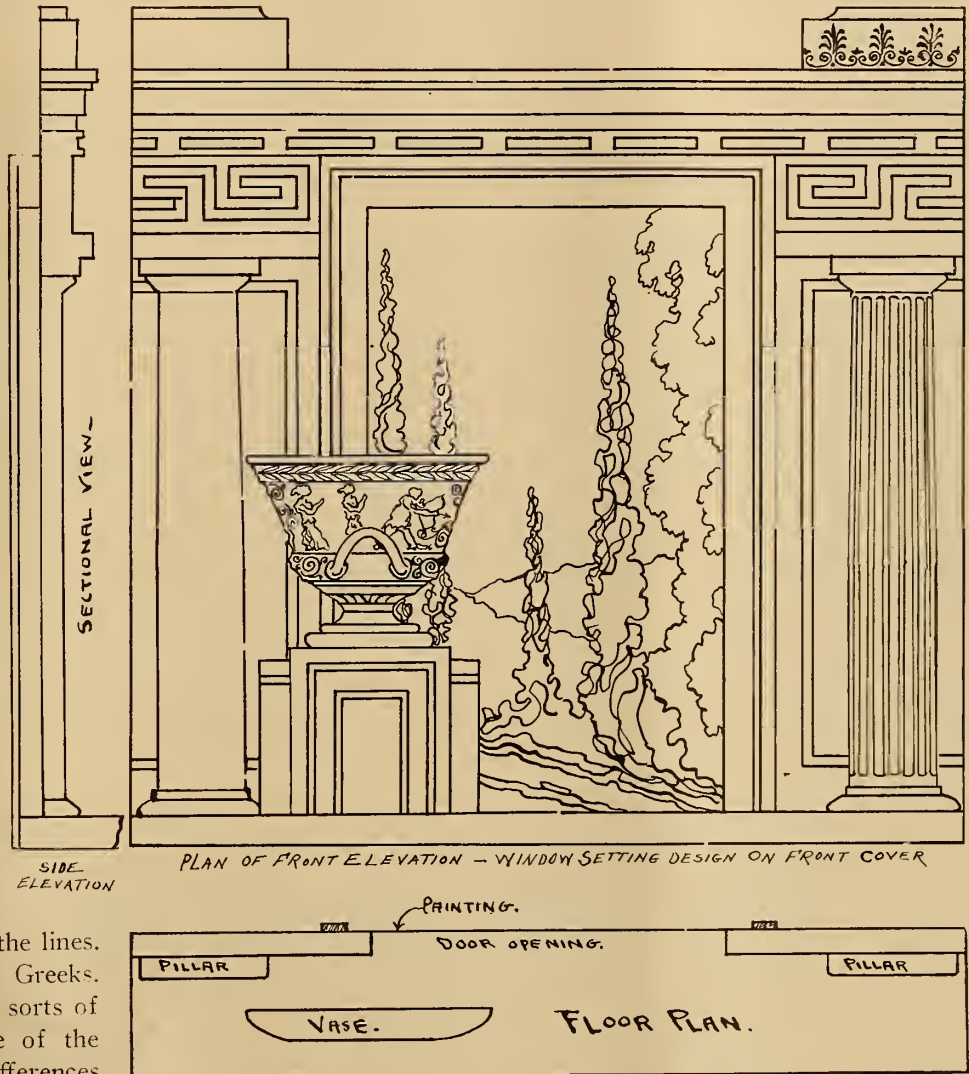
Greek art, though borrowed partly from the Egyptian and partly from the Assyrian, was the development of an old idea in a new direction, and, unrestrained by religious laws, Greek art rose rapidly to a high state of perfection. It carried the perfection of pure form to a point which has never since been reached, and, from the remains of Greek ornament we must believe the presence of refined taste. Though purely decorative, Greek ornament was lacking in symbolism, and the ornament was no part of the construction, as it was with the Egyptian. Greek ornament could be removed and the structure remain unchanged.

The Greeks were close observers of nature, and though they did not copy or attempt to imitate, they worked on the same principles. The three great laws which we find everywhere in nature—radiation from the parent stem, proportionate distribution of the areas, and the tangential curvature of the lines, were always obeyed by the Greeks. The fact that they made all sorts of leaves with a single stroke of the brush, and from the differences that appear we may be sure no mechanical aids were employed.

The cover design of this issue is a fine example of the Greek decoration. The sectional view of setting, together with the elevation and floor plan, will greatly assist in building this setting.

In constructing it is advisable to construct the cornice, frame for door, base and pillars of wood, the marble panels back of pillars to be made of a good, substantial composition board and colored as shown on front cover. The plan shows that the pillars are rather

flat, such as you would find in construction of a pilaster. The plan in this construction is to keep the setting from projecting too far into the window. If the windows are quite deep you will be able to use a full round pillar, which will be very effective. In such a case, the projection of cornice should be made accordingly. In many instances the effect might be extremely good with one-half of a round pillar, split from top.



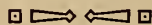
For a setting of this kind an ornate marble floor effect will be very good, using plain marble slabs for the field and a border of Greek key designs for the outside edge. For the color effect, follow the combinations as shown on cover page.



THE big building formerly occupied by the Siegel Cooper Company, Chicago, now contains the exhibits of the Chicago Permanent Exposition. Two large windows facing on Van Buren street are being utilized by the M. L. Rothschild Company.

The Cause of Humanity

*Though hostilities have ceased there is still much to be done—
There is yet much suffering to be alleviated with most of the
burden in relieving this suffering devolving upon the American
Red Cross—Help the cause during week of December 16th to 23rd.*



EVEN though hostilities in the war have terminated, there is still much work to be done by the military forces, by auxiliary organizations and by civilians in general.

Many are prone to believe that there is no longer any need for patriotism and for effective work to accomplish the purposes of the war.

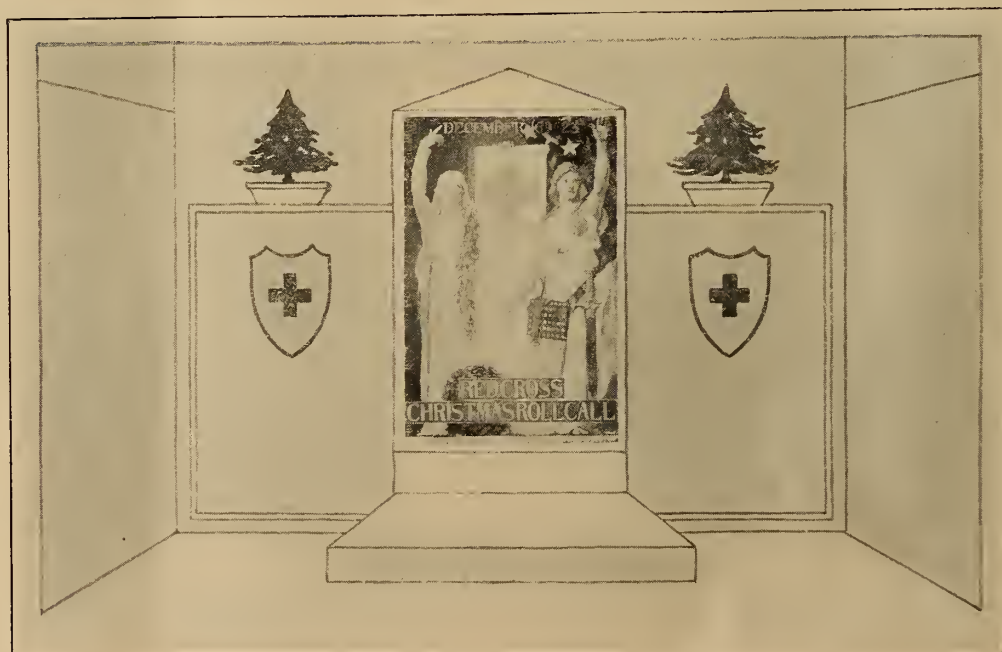
A vigorous fight must still be carried on and the people of this country must be made to realize this fact. Every medium of publicity must be used to advance the cause of humanity. The display window and the newspapers are needed more now than ever before to keep alive the interest which will surely lag now that the conflict of armed forces has ceased to thrill us. Display men must continue to co-operate with the agencies that are still hard at work.

There is much suffering to be alleviated in the countries that have been ravaged by war and there are still thousands of wounded men who will require the ministrations of other sympathetic bands for months to come.

The one organization upon which devolves most of the labor of relieving the suffering is the American Red Cross. In the week of December 16 to 23 a drive will be undertaken for the purpose of obtaining practically universal membership in this great organization. Display men are asked to contribute their efforts towards making the drive a complete success.

On this page we show one of the ways by which effective windows can be obtained. Every display man is asked to put in some sort of a window during the week of the drive and also to lend his aid towards getting other smaller stores where a display man is not employed, to put in good windows. Posters will be distributed to the stores, without charge.

Any further information and a booklet containing many other background suggestions can be obtained by writing to the National War Service Committee on Window Displays, Division of Advertising, Metropolitan Tower, New York.



International Association

First Vice-President

I. GUY DUEY, Wurzburg's Dry Goods Co., Grand Rapids, Mich.

Second Vice President

C. A. VOSBERG, McCreery's, Pittsburgh, Pa.

Third Vice President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Treasurer

W. H. HINKS, J. W. Thomas & Co., Minneapolis, Minn.

of Display Men

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Secretary—D. B. BUGG, Suite 1520, Woolworth Bldg., New York.

An Educational and Business Organization

Executive Committee

CLEMENT KIEFFER, JR., C. A. Weed Co., Buffalo, N. Y.

B. W. CHRISTOPHEL, Frank & Seder, Pittsburgh, Pa.

J. J. CRONIN, L. Bamberger & Co., Newark, N. J.

JAMES TREWHELLA, Best & Co., New York City.

M. J. B. TENNENT, Meier-Frank, Portland, Oregon.

C. E. WILSON, The Killian Co., Cedar Rapids, Iowa.

R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.

Secretary Asks Co-operation

THERE are many ways by which the I. A. D. M. can be of benefit to its members but those who wish to derive benefit must co-operate with the officers. In the brief experience of the present Secretary, as an officer, he has found that there are many members who fail to do their part in rendering the necessary co-operation. They will not answer letters and take the time and the trouble necessary to obtain the benefits of membership. Under these conditions it is difficult for the officers to be of real service.

For example, a number of men have written to the Secretary stating that they would like to obtain other positions. When possible the Secretary has put them in touch with openings. But of all the letters of this kind that have been sent out only one man has taken the pains to acknowledge the receipt of the information and to inform the Secretary as to the result of his application for the position. Consequently the Secretary does not know whether many of the men who have applied for positions have located satisfactorily.

Now the I. A. D. M. does not maintain an employment bureau, and the Secretary does not hear of good openings every day, but occasionally some firm writes in for a man and seeks to find one through the Secretary. This officer takes the necessary action to find good men for the positions and is usually successful. But when men are earnestly looking for a good position they should keep in constant touch with the Secretary and should let him know the results of their applications for positions.

Something more about positions. A number of men have written stating that they want a position as head man in some big store. They believe themselves capable of doing big things and are going out to get a real job.

The ambition is laudable but big stores do not change their display men every day and the Secre-

tary does not always have a list of positions which pay big salaries. Consequently, he cannot always satisfy the applicant. Besides that, a man must have executive ability, as well as knowledge of display in order to fill a big position. In most of the large stores the display manager has a number of men under him and these men as well as the position itself require careful management. In general, it might be said that a man should have big store experience before he can fill a position as display manager for a big store. There may be exceptions but the principle is sound. If a man is desirous of filling a big job he should content himself with a position as an assistant in a big store until the required knowledge of how things are done in a big store has been obtained.

Here is another instance where the failure to co-operate has given unsatisfactory results. The Secretary received a letter from the Secretary of a local organization asking for assistance in keeping the interest of the members of that particular local alive. The letter stated that owing to a lack of experience, they seemed to be unable to have interesting meetings and as a result the meetings were being poorly attended. The Secretary of the I. A. D. M. answered to the effect that he would be very glad to attend the next meeting of the local and bring some good speaker with him who was qualified to talk authoritatively on some topic of interest to display men. In fact, the Secretary of the International offered to go to considerable personal expense and to give himself a lot of work in order to put on a real show for this particular local. Somehow or other the Secretary got the idea in his head that the members of the local would seize this opportunity and that they would be glad to receive this form of co-operation from the Secretary of the International.

The idea was a wrong one because the local Secretary has not been heard from since. It is to be hoped that the local in question will keep alive, but the chances are poor. The officers of local associations

must take an active interest in the affairs of the locals if they are to fulfill the duties of their office, and they must not expect the officers of the International to do all the work. It costs but \$3.00 to join the International and \$2.00 a year for annual dues. It is worth a great deal more than that if the members, both those who belong as individuals and those who belong as members of locals, will do some work on their own behalf and will keep in touch with the officers so that they may know the needs of the members and of the locals. The benefits of the Association are not going to be handed to any one on a silver platter.

Let the officers have your ideas and let them know your needs. Every one of them from the President down has the interest of the Association at heart and will do anything in reason to promote the interests of the members, but those who wish to derive benefit must carry their share of the burden.

D. B. BUGG, Secretary, I. A. D. M.

Wichita Men Active

THE Display Men's Club of Wichita, Kansas, took a prominent part in the great mass meeting of thanksgiving observed by the populace of Wichita, Sunday, November 17. Over 6,000 persons crowded into the Forum to give thanks for the great victory of United States and the allied forces over Germany, and take part in one of the most impressive ceremonies ever conducted in Kansas.

The most beautiful and effective features of the program were the two tableaux arranged under the direction of E. Leo Harris, display manager for Rorabaugh Dry Goods Company; and J. H. Everetts, display manager for McVicar-Howard-Millhaub.

The first showed an excellent reproduction of the Statue of Liberty that stands at the entrance to New York harbor. On either side of the statue, which was over twenty feet high, stood six members of Company B, Kansas State Guards, with three women of the surgical department of the Red Cross in uniform standing in front. The second showed Columbia writing the glad news in history. Columbia, represented by Miss Viola Claw, held a large gold pen in her hand and was in the act of writing in an immense white book. The background was the same as that presented in the first tableau.

The Wichita display men have a live organization and have been playing mighty important roles in the various patriotic and social activities. Arrangements are now under way for the great co-operative fashion show which will be presented at the leading opera house in Wichita in the early spring.

During the recent United War Work campaign

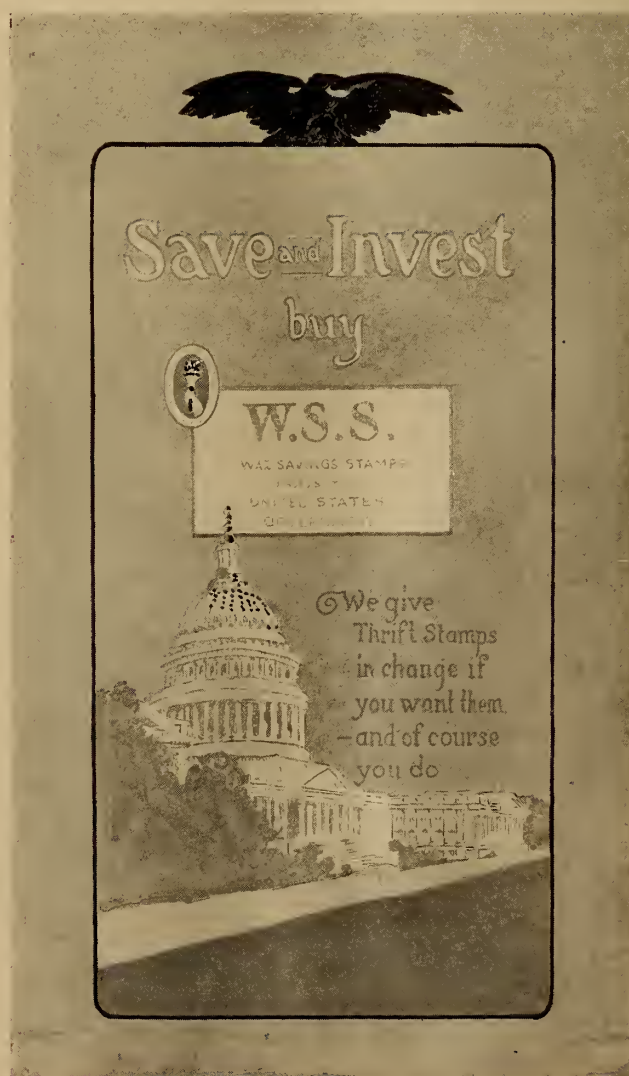
the display men of this city did valiant work and swelled Wichita's contribution to a considerable extent. This drive by display men was under the direction of E. Leo Harris and O. J. Becker of the Rorabaugh store; J. H. Everetts, of McVicar-Howard-Millhaub; Frank Neel, of Holmes store, and Paul Eckler, of the Boston store.



Mietoff Wins Prize

THE Los Angeles grocery firm of Albert Cohn not only won the first prize of \$100 for a Carnation Milk window display, in contest with 860 firms throughout the United States and Canada, but also won two other prizes.

The national first-prize winner was a window in store No. 3, at Third and Broadway. Decorated by E. Mietoff, in charge of decoration for all the Cohn stores, the window represented a pastoral scene with a pasture, cows, a milkmaid and canned milk as the principal items.



I. A. D. M. CONTEST—CLASS 45—1ST PRIZE, H. H. SEAY.

Movements of Display Men

HARRY C. MACDONALD, display manager for Murray-Kay & Company, Toronto, was in Chicago on business during the latter part of November.

R. WARNER is now display manager for the W. T. Grant Company, Dayton, Ohio. He was formerly with J. & R. Jones Sons & Company, Kalamazoo, Michigan.

T. H. GREMSGARD, formerly of Grafton, North Dakota, has accepted position as display manager for the J. C. Penney Company, Mitchell, South Dakota.

L. MURNAM has resigned his position with the George Innes & Company, Wichita, and has accepted display manager's post at The Hub, Steubenville, Ohio.

J. F. ANDRESS, formerly in charge of the F. W. Woolworth Company windows at Iowa City, Ia., has been transferred to the Woolworth Store at Burlington, Iowa.

J. H. WOOD has resigned as display manager of the Crook-Record Company, Paris, Texas, to accept a similar position with Perkins Brothers Company, same city.

P. H. DEITRICH, for the past five years display manager for Hager & Bros., Lancaster, Pa., is now in charge of the decorating department of the Chas. H. Bear Company, York, Pa.

H. B. SIEDENBECKER, for several years display manager for Hillman's, Chicago, has resigned his position and is succeeded by Elmer E. Diedrich.

JACK MORRIS has resigned as assistant to Display Manager Hopkins of Gimbel's, New York City, and has accepted the post of display manager for Newcomb, Endicott & Co., Detroit, Michigan.

JAMES A. GREEN, display manager for W. C. Munn Co., Houston, Texas, has secured for assistant, Mrs. Grace Keehnell, who has been handling the displays and newspaper advertising for Budd Hoard Co., Ardmore, Okla.

JACK LANSDALE, formerly display manager for S. Davidson & Brothers, Des Moines, Iowa, has resigned to accept a position in Kansas City, Mo.

EARL D. FAULKNER is now display manager for the Crockett-Moody Mercantile Company, Greeley, Colorado. He was recently employed at Nyack, New York.

MRS. R. EBERHART, formerly of Minneapolis, Minnesota, is now in charge of the windows of the Continental Clothing Company, Winona, Minnesota.

CLYDE C. FRAZIER is now display manager for Rheinauer & Company, Ocala, Florida. He was recently with Peck-Hendricks Company, Daytona, Florida.

FRED H. SCHEID, formerly employed in the profession at Iola, Colorado, is now display manager for the Herman Mercantile Company, Pueblo, Colorado.

GEORGE MUGGERIDGE, formerly located at Bristol, Tenn., is now connected with the Consolidated Gas, Electric and Power Company, Baltimore, Maryland.

WALTER S. LITTLE is now employed in the profession at Canton, Ohio. He was recently in charge of the windows for the Steele-Meyers store, Fort Wayne, Indiana.

WILLIAM H. TEAL, display manager for the La Salle & Koch Company, Toledo, Ohio, was in Chicago last month, placing orders for holiday decoratives.

THE Old Timers will be glad to know that J. C. Shafer, familiarly known as "Jack," is successfully engaged in San Francisco, as expert designer of store fixtures and arrangement. "Jack" called on us recently when in Chicago on a business trip.

C. L. FOREMAN, until recently in charge of the window displays for the East Liverpool, Ohio, store of The Erlanger Dry Goods Company, has been transferred to that firm's store at Canton, Ohio.

Asked and Answered

The New Art Panels

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

I am greatly interested in the new art panels described in the November issue of MERCHANTS RECORD AND SHOW WINDOW, and desire to know the subjects treated.

For some reason my November RECORD has failed to reach me, and what little I know regarding the new panels I learned from a fellow display man.

Very truly, L. A. R., Collingswood, N. J.

Answer—Cannot understand why November copy failed to reach you. The stencil in our office is O. K. However, we are sending another copy.

Would suggest that you read the L. Baumann & Co. advertisement on page 6, November issue. A great variety of subjects are treated in these new art panels which are fully described in the advertisement.

New Alphabets

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

In the November MERCHANTS RECORD AND SHOW WINDOW was an article with illustration regarding a new alphabet for card writers. Would you please inform me where I can obtain this stenciled letter? J. B. H., Duluth, Minn.

Answer—The new alphabets to which you refer may be secured from Thomas S. Mason, 1293 North street, Springfield, Mass.

Drawing Attention to Ads

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

Several years ago, when I first subscribed to MERCHANTS RECORD AND SHOW WINDOW, you published an account of a contest conducted by a store in Stockton, Cal. The scheme was to induce the public to pay more attention to newspaper advertisements.

Would you consider it too much trouble to give me the details of that plan? I certainly will appreciate your kindness. R. B. L., Phoenix, Arizona.

Answer—You're welcome to the information. The plan of which you write in all probability is the one used by the IXL Store, Stockton, Cal. Here it is as explained in a clipping from one of the IXL advertisements:

"We want your opinion and will pay for it. We publish, as you know, a new picture every other day in our newspaper advertising. We have all kinds of pictures—comic, pretty, historical, decorative, etc. Now we want to find out the kind you like the best. We will pay for the information—ten prizes.

"Cut out the advertisements every other day; mark with a cross (X) the four pictures you liked best during the month; place the clippings in an envelope, your name and address inside, and send the envelope to our store before December 2. Three representative business men will judge. All envelopes will be thrown on

the table, face down, and ten picked out at random. The first opened will receive a suit case, the second a fine fur hat, the third a traveling bag, the fourth a silk reefer; fifth, sixth and seventh, silk scarfs; the eighth, ninth and tenth, silk umbrellas."

The above is taken from "Sales Plans," a book that you should have on your desk. It is a collection of 333 ways of getting business, including a great variety of practical plans that have been used to advertise and sell goods. This book is published by MERCHANTS RECORD COMPANY, 431 South Dearborn street, Chicago.

To Clean Gold Bronze

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

First of all, I desire to congratulate the entire staff of MERCHANTS RECORD AND SHOW WINDOW. The "display men's greatest friend" is continually giving us something new. The colored covers are great, and the entire contents should be read by every display man and merchant. Keep up the good work.

Can you tell me some simple method of cleaning gold bronze? I have used several formulae, but am sure there is a better one.

Thanking you for all favors.

Yours truly,

S. F. J., Wells, Me.

Answer—There are many ways to clean gold bronze. Try this one:

Boil in a weak solution of alkali prepared from an infusion of wood ashes. After boiling, clean with a solution consisting of equal parts of water, nitric acid and alum.

Print Your Own

MERCHANTS RECORD AND SHOW WINDOW:

Asked and Answered Department—

Will you inform me where I may purchase sign markers or brush lettered alphabets for use in windows and interior? I have no show card writer, and as I find it very expensive to have all my work done outside, it seems that I should get some alphabets with which to make my cards. Do you know of anything along this line?

The store windows are not very beautiful down here, but I strive to keep mine in the lead, and you'll pardon me for saying that I am succeeding in my purpose.

Thanking you for any information, I am

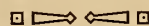
Yours truly,

H. B. J., Warren, Me.

Answer—Write to W. T. Geissinger, 82 Sixteenth avenue, Long Island City, New York. He has just what you are looking for—brush letter alphabets for show cards and price tickets. You will find that these alphabets will be of great assistance to you. They are being used by thousands of stores throughout the country.

Meritorious Contributions Received

*Photographs, Drawings, etc., submitted to the Merchants Record and Show Window since last announcement—
The list includes names of display managers and others
whose contributions have been accepted because of merit.*



DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will, if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers:

- S. A. MONTGOMERY, Montgomery Bros.,
Grove City, Pennsylvania.—PHOTOGRAPHS.
- R. W. McKNIGHT, Rankin D. G. Co.,
Santa Anna, California.—PHOTOGRAPHS.
- DAVIDSON & PORTER,
La Porte, Indiana.—PHOTOGRAPH.
- W. YEAGER, Wolf Greisheim & Sons,
Bloomington, Illinois.—PHOTOGRAPH.
- E. P. BURNS, R. Simpson Co.,
Toronto, Canada.—PHOTOGRAPH.
- L. L. WILKINS, JR., Crook-Record Co.,
Paris, Texas.—PHOTOGRAPH.
- M. ZIMMERMAN, Tepper Bros.,
Plainfield, New Jersey.—PHOTOGRAPH.
- E. E. CLOSKEY, Weed & Company,
Buffalo, New York.—PHOTOGRAPHS.
- CLARENCE E. DUFF, J. Katzenstein,
Marietta, Ohio.—NEWSPAPER ADVERTISEMENT.
- CLEMENT KIEFFER, JR., C. A. Weed & Co.,
Buffalo, New York.—PHOTOGRAPH.
- L. F. DITTMAR, National Cash Register Co.,
Dayton, Ohio.—PHOTOGRAPH.
- M. W. SCHALK, E. E. Jandrey Co.,
Neenah, Wisconsin.—NEWSPAPER ADVERTISEMENT.
- C. J. WESTVIG, Dotson-Kerwin,
Waterloo, Iowa.—PHOTOGRAPH.
- L. COHEN, Skud, Goldman & Co.,
Wakefield, Michigan.—NEWSPAPER ADVERTISEMENT.
- A. P. HANSEN, The Continental,
Eau Claire, Wisconsin.—NEWSPAPER ADVERTISEMENT.
- KARL HOFMANN, B. Nugent & Bros.,
St. Louis, Missouri.—PHOTOGRAPHS.
- OSCAR ROSIER, Blauner's,
Philadelphia, Pennsylvania.—PHOTOGRAPHS.
- L. M. VAN COURTEN, Calhoun-Halliburton Co.,
Brookfield, Missouri.—PHOTOGRAPHS.
- ROLAND A. VOSS, Walker Bros. Co.,
Salt Lake City, Utah.—PHOTOGRAPH.
- HARRY H. HEIM, The Marston Co.,
San Diego, California.—PHOTOGRAPHS.

- W. F. OXENREITER, Kaufman & Baer,
Pittsburgh, Pennsylvania.—PHOTOGRAPHS.
- H. E. MORGAN,
Elyria, Ohio.—PHOTOGRAPHS.
- WM. A. CARROLL, S. L. Bird & Sons,
Detroit, Michigan.—PHOTOGRAPH.
- R. H. VANKIRK, Chevrier's,
Winnipeg, Manitoba.—PHOTOGRAPHS.
- C. T. WILKERSON, Model Clo. Co.,
Ada, Oklahoma.—PHOTOGRAPH.
- G. S. ROBINSON, W. E. Bedell, Inc.,
Buffalo, New York.—PHOTOGRAPHS.
- E. P. LAVIN, Yowell Duckworth,
Orlando, Florida.—PHOTOGRAPHS.
- H. H. HOKE, "The When,"
Springfield, Ohio.—PHOTOGRAPHS.
- MAX G. GOLD, The Famous Co.,
McKeesport, Pennsylvania.—PHOTOGRAPHS.
- GEO. W. JOHNSON, Frankel D. G. Co.,
Oskaloosa, Iowa.—PHOTOGRAPHS.
- OTTO S. LASHÉ, St. Clair County G. & E. Co.,
East St. Louis, Illinois.—PHOTOGRAPH.
- B. F. GOODRICH RUBBER CO.,
New York Branch.—PHOTOGRAPH.
- SAM H. BREWER, Baker-Hemphill Co.,
San Angelo, California.—PHOTOGRAPH.
- A. FRIEDRICH, Geo. E. Stifel Co.,
Wheeling, West Virginia.—PHOTOGRAPH.
- C. T. MUBBS, Propp's,
Tupper Lake, New York.—PHOTOGRAPHS.
- G. WALLACE HESS,
Chicago, Illinois.—SHOW CARDS.
- T. GUY DUEY, Wurzburg D. G. Co.,
Grand Rapids, Michigan.—DRAPES.
- R. T. WHITNAH, Crosby Brothers,
Topeka, Kansas.—PHOTOGRAPHS.
- CONTINENTAL CLOTHING COMPANY,
Eau Claire, Wisconsin.—PHOTOGRAPHS.



RUSSELL THOMPSON, for nine years associated with Bert Hedemark in the retail shoe business at Albert Lea, Minnesota, has disposed of his interest in the prosperous enterprise.

He is one of the best known men in Albert Lea, as well as being one of the most successful and efficient shoe men in Minnesota. At present he is president of the Minnesota Retail Shoe Association.

During his nine years as head of the Thompson-Hedemark combination he had been a strong advocate of advertising through the window, and his displays have been noted by visiting decorators as marvels of artistic advertising.

Who's Who in the Profession

FIFTEEN years ago, when "the title of the position was heavier than the pay envelope," L. F. Dittmar was employed as "chief wrapper" for Sanger Bros., Dallas, Texas. He is now in charge of the decorating department of the National Cash Register Company, Dayton, Ohio.

It was while employed as "chief wrapper" that Mr. Dittmar, with the encouragement of the head of the decorating department at that store, decided to become a display man. The head decorator, David Chambers,



L. F. DITTMAR

quickly recognized the prospects of young Dittmar and did everything in his power to aid the latter. After three years under Mr. Chambers' coaching and guidance Mr. Dittmar set sail for New York where he caught on as assistant to Arthur Elmore, display manager for L. M. Blumstein, New York City. Mr. Dittmar remained here one year and by this time had become quite proficient as an assistant. The lure of the big department store had been growing and we next find him as assistant to Adolph Richter, who had recently succeeded Joseph Hannigan as display manager for the R. H. Macey store, New York City.

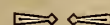
Another year found Mr. Dittmar head of the display department of the McDougall, Southwick Co., Seattle, Wash. At this store and in his position, Mr. Dittmar gained valuable knowledge through his official association with department managers and buyers.

A tempting offer for his services was made by Browning, King & Company, this position carrying with it the responsibility of managing the decorating and advertising departments of the Cincinnati store. Mr. Dittmar accepted and remained in this position for

over four years resigning to accept a position with the National Cash Register Company, Dayton, Ohio. Such a position as he now assumed was what he had ambitions to attain—the national advertising field—where one is required to be familiar with anything and everything pertaining to display work.

The success of Mr. Dittmar as display manager for the National Cash Register Company is well known and his work has brought forth most favorable testimonials from men in the profession and out of it from all parts of the country.

He is a "live wire" among display men and injects his share of "pepper" into the annual meetings of the International Association of Display Men of which organization he is 3rd Vice President, being chosen for that position at the 21st annual convention held in New York City, last July. He is also President of the Dayton Display Men's Association.



FEW cities of its size can boast of more artistic window displays than those shown daily in the stores of Marietta, Ohio. Clarence E. Duff, who has charge of the advertising and display departments of the J. Katzenstein store in that city, is one of the artists whose work has attracted nationwide attention.



CLARENCE E. DUFF

Mr. Duff was born in Lincoln, Illinois, December 5, 1885, and after finishing the grade school, attended Lincoln college, where he took up a business course. This completed, he took up the study of advertising, writing copy for small stores in order to defray his expenses. It was while doing this

that Mr. Duff's opportunity came to him. So good was a full page advertisement which he had prepared for a fall opening that the manager of the store offered Mr. Duff a position as ad-writer and assistant window decorator. A few hours each day waiting on customers was another duty that went with the job. But this was what Mr. Duff wanted—a chance to write advertising copy, a knowledge of merchandise, and, most of all, a chance to study people.

By close application Mr. Duff developed rapidly, and wisely decided to increase his knowledge of window display and other departments by taking a course of training at the Koester School, Chicago. On completion of this course, Mr. Duff accepted a position with The Batterson Stores, Muscatine, Iowa. In this position he had charge of the advertising and displays, also assisting in the general management of the store. Hard work and careful study soon brought results and illustrations of Mr. Duff's work began to appear in the leading trade journals, the first of which was published in *MERCHANTS RECORD AND SHOW WINDOW*.

Several successful years in this store enabled him to accept a fine offer from the Globe Department Store, Waukegan, Illinois. Here he was in charge of the advertising and thirteen display windows. Before he had completed a year at the Globe he received a tempting offer from the J. Katzenstein Company, Marietta, Ohio. After due deliberation he decided to accept the position at Marietta, left open by the resignation of Morton Hoffstadt, who had accepted a position with Lefy's, Milwaukee.

That was four years ago, and Mr. Duff has made a name for himself during the years just passed. Since assuming the post of Katzenstein's he has won fifteen prizes in national display competitions. His articles on advertising and window decorating have been published in the leading trade journals.

Mr. Duff is a member of the International Association of Display Men, to which organization he gives considerable time and cooperation, and is extremely popular with those who are acquainted with him. He is married and the proud father of a 2½ year old display manager.

For Our Advertisers

Lieutenant W. T. Geissinger

Although being well beyond the military age, William T. Geissinger, manufacturer of Geissinger's Sign Markers, Long Island City, New York, was bound to get into the game some way when our country decided to end the big war, and did the next best thing since he could not be accepted in the active service "over there." He was one of the first men to respond to the call of the country for enlistments in the Home Guards.

Although "made in Germany," Mr. Geissinger is a most

loyal and patriotic American citizen, and has done wonderful work in the various patriotic campaigns during the past two years. He has also rendered very valuable service as a member of the Board of Instruction, in connection with Draft Board No. 1, Pittsburgh, Pa., giving freely of his valuable time in addressing and drilling the draftees in preparing them for camp.



LIEUTENANT W. T. GEISSINGER

Immediately on joining the Pittsburgh Home Guards his ability and enthusiasm attracted the attention of the officers and it was not long before he had risen to the rank of a commissioned officer—lieutenant.

Lieutenant Geissinger is widely known in the display world and is a big figure in the United Commercial Travelers' Association. He is also an orator of unusual merit and has been in popular demand by various patriotic societies for addressing patriotic gatherings. He is in his element when it comes to first-hand stories of his personal experiences with kaiserism and the military tyranny in Germany.

He is exceedingly modest—in fact, too modest, and this bit of information concerning the well known manufacturer of sign markers was submitted by a fellow officer in the Pittsburgh Home Guards.



New Use for Wood-Board

Contractors and carpenters will be interested in a new use for wood-board as applied to the exterior of buildings. In finishing the outside of a home or other structure, it has been customary first to box it with sheathing or ship-lap and then finish it with the siding.

This method requires considerable time and is more expensive now than ever before, since ship-lap costs from \$40 to \$45 per thousand. In view of the undoubted stimulus which the building industry will receive from now on, the new use of Cornell-Wood-Board to replace ship-lap will be welcomed by building tradesmen for several reasons.

There is a great financial saving, since Cornell-Wood-Board costs only \$35 per thousand—and this point will enable the contractor to gain new business by reason of his ability to quote lower contract prices. Because it comes in standard sizes and is easily put up, much labor and time are saved when Cornell-Wood-Board is used. Resisting heat, cold and moisture, this remarkable material will neither warp, crack nor buckle.



Annual Prize Contest for 1918-19

Merchants Record and Show Window contest for 1918-1919 opens — Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup — Contest open to all display men—Closes June 1st, 1919.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1919.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked upon the back of each photograph as follows: "FOR ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.



1919 CLASSES START ON



Monday, January 6th

SEND IN YOUR ENROLLMENT NOW

The chances are you will never again face such a favorable time to get started in the high-salaried line of work. The future success of those who take advantage of present conditions is practically assured.

THE RETURN OF PEACE

will make it possible for every young man to plan definitely for his future and will enable all those who wanted to take up a Koester School Course to get started at the beginning of the year.

Salaries Have Advanced 25 to 50 Per Cent

Salaries have increased during the past six months as a result of the scarcity of competent men. Young men with little or no former mercantile experience are locating at salaries ranging from \$25 to \$35 a week after completing their training at the Koester School. Men with former experience are receiving \$35 to \$60.

Opportunities Are Practically Unlimited, Results Immediate and Permanent

An eight weeks' course of intensive training at the Koester School will qualify you for a good position as Display Manager, Advertising Man and Card Writer; or, any combination of these subjects that you may choose. When you enter the Retail Publicity field, your opportunities for future advancement are practically unlimited. The margin for growth is wide and the reward well worth your best efforts.

Fifteen Years of Successful Teaching

The present Koester School, made up of a consolidation of the Koester School and Economist School, holds the enviable record of graduating over 9,000 students and occupying over 7,000 square feet of space devoted exclusively to teaching store publicity.

The teachers have practically been connected with the school ever since it started, thus assuring you instruction under teachers of unusual teaching experience.

First 1919 Class Starts Monday, January 6th

The coming year bids fair to be the most successful yet from the student's viewpoint. With every condition favoring you, it will pay to make an extra effort to start with the first 1919 class, Monday, January 6th.

SHOW CARD COLORS AT HALF PRICE

One Dozen Assorted Colors, Regular Price \$2.40, for \$1.20

Each assortment contains 1 Bot. Gloss Black, 1 Dull Black, 1 Lt. Green, 1 Dk. Green, 1 Lt. Red, 1 Dk. Red, 1 Lt. Blue. The rest of the dozen is made up from the following colors: Dark Blue, Lavender, Orange, Yellow, Brown, White and Gold. They are ready-to-use colors of such standard makes as Carter's Sanford,

Koester Kard Kolors, Economist Colors, etc., that we are discontinuing. In fact, they are made up from small lots of standard colors which we carried in our supply department regularly.

None sold in less than the dozen assortment.

6 Oz. Koester Kard Kolors at Half

Regularly 50c each, 6—6 oz. Jars Assorted colors, \$1.50

Each assortment contains 1 Lt. Chrome Yellow, 1 Dk. Chrome Yellow, 1 Mauve Lake, 1 Chrome Green. The rest of the half dozen is made up from the following colors: Burnt Sienna, Prussian Blue, Ult. Blue, Turkey Red. These prices, in the face of advancing market conditions, emphasize our determination to close

out this small lot quickly. Forwarded by express only. Remittance must accompany orders for less than four 1 dozen assortments or 3 half dozen assortments. Orders to this amount or more billed to firms having satisfactory credit rating. None sent C. O. D.



THE KOESTER SCHOOL

With which is consolidated the Economist Training School of New York

314 South Franklin Street

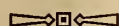
Chicago

Catch Phrases

*Snappy Expressions For Show Cards and Advertisement Headings —
Some Are Original, Some Borrowed — All Are Short
and To The Point and Bound To
Attract Attention*



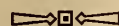
ALL-WOOL SERGE DRESSES
AS PRETTY IN STYLE
AS THEY ARE LOW IN PRICE



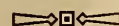
NEW DESIGNS IN MILLINERY
FOR MITES AND MISSES
RICH, HANDSOME, EXCLUSIVE



FULL MEASURE OF WINTER SERVICE
FINE, FIRM, WARM FABRICS
COATS THAT HAVE REAL QUALITY



AN ODD NUMBER OF SUITS
BEST MATERIAL AND STYLE
SOLD AT ODD PRICES



WORTHY GATHERING OF FURS
FASHIONABLE SCARFS AND MUFFS
MANY SHAPES AND SIZES—MANY PRICES



THE BEST IN THE CITY
HATS OF REAL VARIETY AND TASTE
AT THE VALUE-FOR-PRICE



JUST A LITTLE BETTER VALUE
CONSIDERABLE MORE STYLE
FOR LESS MONEY



FOUR STYLES OF WALKING SHOES
SERVICEABLE AND GOOD LOOKING
THE KIND YOU'RE LOOKING FOR

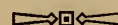


HOLDING A NOTABLE SALE
SUITS, COATS AND DRESSES
OPPORTUNITIES ARE EXTRAORDINARY
TAKE ADVANTAGE NOW

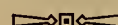
SOFT, WARM NEGLIGEE
LOVELY PADDED SATINS
DELICATE COLORS—DELIGHTFUL STYLES



GARMENTS OF INDIVIDUALITY
STYLES THAT COMMEND THEMSELVES
AT PRICES YOU CAN PAY



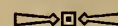
ANOTHER STIRRING OPPORTUNITY
FINE, FASHIONABLE SKIRTS
RELIABLE AND CAREFULLY CHOSEN



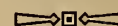
NEWCOMERS FOR MEN
THESE BIG, WARM OVERCOATS
CUT THE WAY MEN LIKE THEM



CLOTHES THE OUTWARD EXPRESSION
OF TASTE AND STYLE
LET US CREATE THE IMPRESSION



A MAZE OF LOVELINESS
EXCLUSIVE IN DESIGN
MILLINERY THAT ATTRACTS ATTENTION



THE EVENT OF THE YEAR
NEW SUITS AND WINTER COATS
BEST VALUE FOR LOWEST PRICE



A NEW ERA OF COMFORT
KIMONAS, NEGLIGEEs, HOUSE DRESSES
BEST QUALITIES—LOWEST PRICES



GOOD CHOOSING HERE
MAXIMUM SERVICE-GIVING RUGS
PATTERNS OF ORIENTAL ORIGIN
COLORINGS TO SUIT ANY ROOM

Presenting a Famous Sculptor of
Fashion and Tableau Wax Figures



With a Characteristic Example
of his Most Artistic Handicraft.



THE ABOVE DISPLAY WAS MADE IN THE SHOW WINDOWS OF SAKS & COMPANY, NEW YORK

We take very great pleasure in announcing that the gentleman whose well known features appear in the oval, the creator of these remarkable human looking wax figures, Mr. Irwin G. Culver, has joined this organization and will hereafter manage our wax figure department. We are sure that the entire trade will regard this connection as a most important one for all concerned.

J. R. PALMENBERG'S SONS, Inc.

PALMENBERG
(Est. 1852)

NORWICH
(Est. 1870)

KINDLIMANN
(Est. 1887)

Salesrooms: 63-65 West 36th Street, New York

Factories: 89-91 West 3rd St., N. Y., 419 Broome St., N. Y., 28 Thames St., Norwich, Conn.

Boston Salesroom: 26 Kingston St.

Baltimore Salesroom: 108 W. Baltimore St.

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Women's Silk Stockings for Holiday Gifts—(Boxed appropriately for the asking)—Finest qualities made in America—also the fullest stocks. Black, white and the wanted colors; full size ranges, \$2, \$2.25, \$3.

Young Women's Fine Suits, Special at \$39.75—A wide range of styles, suitable for sports, street or dress wear. All have the new muffler collar, belt and pockets. Materials are velour and duvet de laine and silvertone. Colors are Havana brown, burgundy, green, reindeer, taupe, Pekin blue and other shades. Sizes, 14 to 20 years.

Velveteen Frocks, Special at \$18.75—The skirts and bodices are trimmed with bands of black silk braid. The satin sashes are edged with fringe. They were originally much, much more. At \$19.75, satin frocks show overskirts trimmed with fringe. Other satin frocks trimmed with satin buttons have white satin collars. Many groups—specially priced—consist of frocks of serge, velveteen, satin and wool jersey. \$15, \$16.50 to \$23.50.

300 Georgette Crepe Waists, Special at \$5—One style has collar and fronts all of tucks and finished with narrow lace. One has a scalloped pleating round the neck and down each side and a tailored bow. One has very fine pleatings edged with creamy lace. Each style may be had in white or flesh-color.

2,844 Men's Shirts at \$1.65—Shirts with stiff cuffs. A lucky close-out by a Middle-West jobber brought them in time for Election Day. Neat hairline stripes on white grounds. Sizes 14 to 17. \$1.65 is VERY LOW these days for shirts with laundered cuffs. And 6,000 Silk Four-in-Hands, 50 cents—the large open-end shape. We couldn't begin to make them for 50 cents.

Women's Gray Shoes, \$5.90—1,000 pairs—Nearest comparison to them that we can find is \$9. Another remarkable purchase of very fashionable shoes. Our own regular gray shoes ordered months ago are late in coming in, the manufacturer has not been able to finish them because of leather scarcity and labor. These special shoes take their places at dollars less than the regular shoes would have been.

Telling of the Fineness in New Dress Boots—We have women's new dress boots to go as active partners with gowns of silks. These boots were made before Uncle Sam's order prohibiting satin tops went into effect. The satin in their tops adds much to their distinctiveness. They have welt soles and Leather Louis heels. Dress boots through and through are these—\$8.50, \$10 and \$12.

Men's Affairs—Men's Good, Honest Shirts of Handsome Cheviot—For its weight, its warmth and its durability cheviot is a favorite fabric for men's Fall and Winter shirts. We have just unboxed a fine lot of shirts of a splendid grade of cheviot in solid colors. They are all plain negligee style with soft cuffs and they won't be here long. Price \$3.

Men's Smoking Jackets and House Coats, \$4.95—There's nothing more acceptable as a gift than a house coat. These are priced much lower than they can be duplicated for later, selection now being sound economy. Tailored in Double Faced Wool Cloth, with edges, pockets and cuffs trimmed with Silk Cord and Silk Frogs. Sizes 34 to 46, including "longs" and "stouts."

Cold Weather Means Heavier Frocks for Girls—and to meet the need, along comes our sale of girls' frocks—and coats—so that you needn't worry about the pocketbook side of it. Corduroy frocks at \$7.50. Rich brown, dark navy blue and pretty green corduroy is lovely in frocks that have the bodices and pockets embroidered by hand in two tones of silk. Girls who wear sizes 8 years to 14 will like them.

New Picot-Edged Ribbons in Myriad Colors—These are the lovely, heavy gros-grain ribbons that may be used so successfully as trimming for one's dress or hat. They come in six widths, from three-quarters to two and a half inches wide, in delightful shades of blue, pink, yellow, green and purple. They are priced from 15 cents to 35 cents a yard.

The Beautiful Gift Handkerchiefs That Come in Gray Boxes—have just arrived—the product of an Irish maker whose goods we particularly prize for their unfailing good quality and their exceeding daintiness. This season, as always for many years, we managed to get a shipment of Christmas gifts. In a wide variety, priced at 75 cents to \$2.

Four Styles of Walking Shoes for Women and for School Girls—They are the kind of shoes that are wanted for good, serviceable wear and good appearance as well. About five thousand pair of them—all the high-cut lace style with comfortable walking heels and welted soles. A dark tan calfskin is \$5.40; a black calfskin is \$4.90; a black calfskin on a wide last is \$4.50; a black kidskin is \$4.90.

New White Coats for Little Children—Nothing else so becoming for baby faces; and they are very practical, too, when so many of the materials can be easily washed or cleaned. A lovely, lined broadcloth is plainly made, with only a little fur-trimmed collar for adornment. Priced at \$18.50. A lined chinchilla is plain tailored and makes a very smart, warm little coat. Priced at \$10.50.

Prepare for Stock Taking



Order our Improved Cloth Measuring Machine for unrolling, rerolling and measuring dry goods, dress goods, domestics, flannels, etc. (which are rolled on boards).

We thoroughly recommend the accuracy, dispatch, time and labor saving and easy manipulation of this improved machine.

Price \$15.00



MANUFACTURERS

Display Fixtures - Forms and Wax Figures

1146 Broadway at 27th St.

NEW YORK

(Write for our latest catalog)

Victory Statue for Your Victory Window Display



Size 45", Price \$20.00

Made of Plastic Composition; Finish, White or Ivory; Washable.

Also Statue of Liberty and other Patriotic Figures.

STATUE OF LIBERTY

Size 95", wired.....\$45.00
Size 52", wired..... 17.00
Size 28", wired..... 8.00

Send for Illustrated Catalog.

Dept. H.

CHICAGO STATUARY
MFG. CO.

476 Milwaukee Ave., CHICAGO

"I Hereby Swear

that I'll be a blame sight smarter in 1919 than I was in 1918. I won't be satisfied with ordinary brushes and supplies for my card writing and sign-painting work, but will order



"Perfect Stroke"

every time. I want the most for my money, I want guaranteed goods and I want the best service possible. Everybody tells me that if I go to Bert L. Daily, I'll get all this, so Daily for mine hereafter."

A Wise Buyer

Is there anybody anywhere who hasn't a copy of my catalog? If so, "speak up" by writing for Catalog M-12.

A Merry Christmas to Everybody from

BERT L. DAILY

Advertisers' Building, Dayton, Ohio

New York City Salesroom: 1532 Third Ave.

NEBEN

Oriental Crepe
Cretonne & Silk Moire Crepe

— PAPERS —

The Finest Decorative Paper in the World—
Marvelous Color Effects for Window
and Interior Decorations

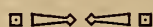
UNLIMITED POSSIBILITIES for the Neben Oriental Crepe, Cretonne and Moire Papers for window decorations will make the customers stare with amazement at the gorgeousness of the window display.

SAMPLES AND PRICES, with any other information you may desire, will be sent upon request. In order to receive your goods in time, send orders by return mail after you receive samples and prices.

Manufactured exclusively under patents by the

Neben Manufacturing Company, Inc.
127 TO 137 BEEKMAN ST.
NEW YORK, U. S. A.

Display Men's Roll of Honor



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BAKER, RALPH W.,	Jermyn, Pa.	MCCORMICK, FRANK,	New York City
BARNES, F. E.,	Miami, Florida	MCDONOUGH, W. J.,	Stella, Nebr.
BETTERIDGE, C. A.,	Erie, Pa.	MCLEAN, WILLARD C.,	Batavia, New York
BICK, F. F.,	Dansville, N. Y.	MANBECK, JAMES E.,	Des Moines, Iowa
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CAMP, W. C.,	Wichita, Kansas	MOLL, OTTO,	New York City
CLARK, RADCLIFF W.,	Laramie, Wyoming	MOORE, E. M.,	Rochester, N. Y.
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JUTTENMEYER, GEO. H.,	Alton, Illinois	WEISS, CHESTER,	Toledo, Ohio
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12 inch diameter

For Your VICTORY WINDOW

Portrait Medallions of

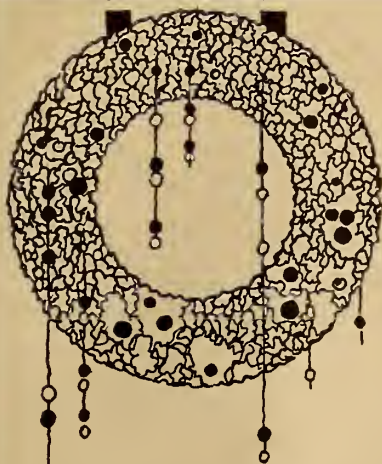
PERSHING and SIMS

The Leaders of Our Victorious Army and Navy

These medallions are modeled in high relief and cast in hard gypsum composition. Together with the fine Medal Bronze finish, they will make a display feature of rare refinement. . . .

PRICE \$3.00 PER PAIR—PARCEL POST PREPAID

Copyright and Made only by **VOIGT COMPANY, 1743 N. 12th St., Philadelphia, Pa.**



No. 1918

Above wreath is four feet in diameter and is made of Cutout Window Board and hand painted in tones of blue and green, relieved with painted red berries. Very effective.

Price, each, \$7.00; Per dozen, \$60.00

Make Your Christmas Displays

interesting by using a few good "cut-out" pieces such as are shown here.

They are very effective and are inexpensive; can be placed in your window in just a few minutes. Try them.

Special decorations for Victory Windows made up on request.

No. 1919

Holly tree and flower box (on right) is a Decorated Cutout made of Window Board, reinforced with wood strips and made so that it will stand in any part of Show Window. Beautifully colored. Size, 2 ft. wide by 6 ft. high.

Price, each \$10.00
Per dozen 80.00

WRITE OR WIRE NOW

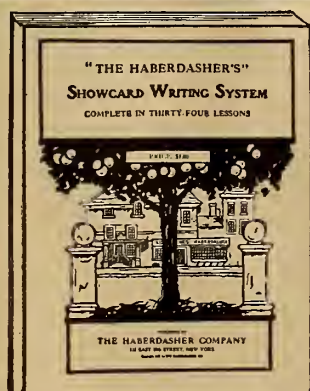
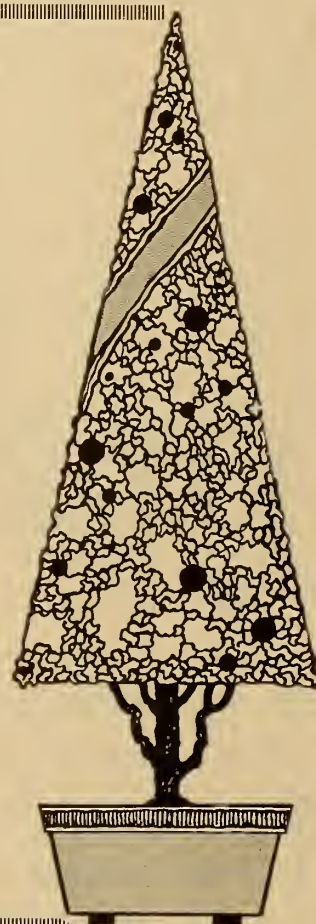
Do not fail to visit our Show Rooms when in Chicago

The BODINE-SPANJER ©

Designers and Manufacturers of Decorative Backgrounds for Show Windows
1160 CHATHAM COURT, CHICAGO Phone Diversey 2585

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north; get off at Division St. and walk 1 block west to Chatham Ct.

GEORGE A. SMITH, Eastern Representative, 1777 Broadway, NEW YORK, N. Y.



"The Biggest Value in Instruction Books I Have Seen for a Long Time"

That is what a publisher of a trade paper for showcard and sign people says. The book is written by A. E. Hurst and C. J. Nowak, two of the best known show card authorities of America. In 34 lessons the book covers every phase of the subject of showcard writing for retail stores. Specially valuable, because it contains all the latest ideas. Of help to both the beginner and the man who wants to be up-to-the-minute.

Ask for *The Haberdasher's Showcard Writing System.*

PRICE \$1⁰⁰ PREPAID

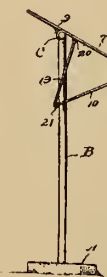
The Merchants Record Co. 431 South Dearborn Street CHICAGO, ILLINOIS

94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases

New Patents Issued

Display-Holder

1,273,238. MORRIS LEON and ALPHA B. VANCE, Fort Smith, Ark.; said Vance assignor to said Leon. Filed March 11, 1916. Serial No. 83,524. Patented July 23, 1918.

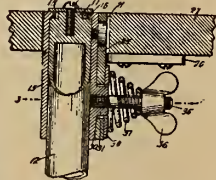


1. A display holder comprising a sheet-metal normally inclined platform having in the upper part its side marginal portions slitted and material thereof bent outwardly whereby projections are provided that are arranged to engage removably over a cross-piece, and having also in its upper portion an outwardly-bent hook, an arm hinged to the lower portion of the platform arranged to engage a standard of a stand, and a strut hinged to said arm and arranged to engage said hook at its free end.



Display-Form

1,274,317. EMIL THEO. PALMENBERG, New York, N. Y., assignor to J. R. Palmenberg's Sons, Inc., New York, N. Y., a Corporation of New York. Filed April 6, 1918. Serial No. 227,129. Patented July 30, 1918.



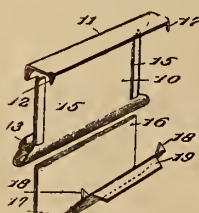
2. In a display form, a socket mounted to turn on the stand of the display form and flattened at one side, a boss on the flattened side of the socket at a distance below the said pivot, a bracket mounted to swing on the said pivot and to which the body of the display form is secured, the bracket having an elongated opening through which extends the said boss, a bolt attached to the said boss and provided with a nut, a washer on the bolt engaging the said bracket, and a spring interposed between the washer and the nut to hold the bracket in frictional contact with the flattened side of the socket.



Price-Ticket Holder

1,279,225. BERNARD C. BAYNES, Excelsior Springs, Mo. Filed March 21, 1918. Serial No. 223,820. Patented September 17, 1918.

1. A ticket holder of the character described including a body formed at its upper edge with a laterally directed supporting flange and at its bottom edge with a ticket holding clip, rearwardly directed confronting flanges formed from the end margins of the body between said supporting flange and clip, and a clamping member adjustable upon the body and including a flat plate slidably engaged at its ends beneath said confronting flanges, and an upwardly and rearwardly directed clamping arm extending from the plate to confront the supporting flange and projecting therebeyond.

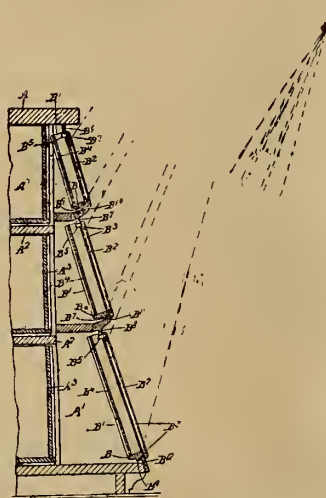


2. A ticket holder of the character described including a body provided with a supporting flange, ticket holding means carried by the body, and a clamping member adjustable upon the body and including a plate slidably connected with the body, and a clamping arm extending from said plate to confront the supporting flange and projecting beyond the said flange.



Display-Counter

1,271,783. WILLIAM G. SHERER, Chicago, Ill. Filed Nov. 3, 1916. Serial No. 129,250. Patented July 9, 1918.



1. A display counter having a series of display pockets mounted on the front thereof one above the other and inclined to the vertical, all of said pockets being parallel, each pocket being higher than and having its upper edge slightly behind the lower edge of the one above it.

3. A display counter having a series of display pockets on the front sides thereof, all of said pockets being inclined to the vertical and being parallel one with another, the height of the pockets being such that the angle subtended by each

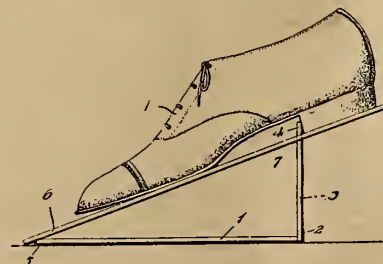
pocket at the eye of a customer standing at the counter, is substantially the same.



Display-Stand

1,275,422. ALEXANDER L. HENDERSON, Cambridge, Mass. Filed August 16, 1917. Serial No. 186,584. Patented August 13, 1918.

An article support comprising a normally horizontal base plate, an article-supporting plate movably secured to one end of said base plate and being inclined upwardly therefrom and provided with a transversely extending slot between its inclined edges and a normally vertical plate having its lower end movably secured to the end of the base plate opposite to the first said end and having its upper end formed with a tongue that fits snugly in said slot and extends



above said article supporting plate so as to prevent the slipping down of an article supported on the latter, said normally vertical plate being provided with means adjacent to said tongue for supporting said article-supporting plate in its normally inclined position, said tongue being immovable laterally and longitudinally of said slot and being movable out of said slot so as to allow the article support to be collapsed.

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully
described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO



SELL PATRIOTIC PICTURES

at 500 per
cent profit

Beautiful
Appropriate
Patriotic

"AMERICA, WE LOVE YOU"
"DUTY CALLS"
"PERSHING IN FRANCE"
"ALL OUR PRESIDENTS"

Big demand everywhere. Many dealers
have sold 500 to 1000 in a short time

Sell for 25c Cost \$5 per 100
Samples of either of the above
... prepaid for only 10 cents ...

W. CLEMENT MOORE, Publisher, NEW EGYPT
NEW JERSEY



—found! the BOOK that tells you the HOW for every Retail Advertising problem of *your* store

This large book (one of the largest Advertising books published) of
nearly 500 pages is devoted exclusively to the subject of Retail Adver-
tising. Other books are of little value to merchants because they treat
on general advertising, having to do with Advertising Agencies,
National Advertising for Manufacturers and Jobbers, etc. What you
want is a book designed for your use—and this is what we give you.

500 Different Subjects

Among them the following: Ad Building, Advertising Ideas,
Words to Use, Use of Prices, Displaying Items and Prices, Pre-
paring Advertising Copy for the Printer, Use of Type, Use of
Illustrations—advertising every department of the store (a chap-
ter devoted to each department), How to Get Assistance from
the Local Papers, Advertising for Each Month of the Year (a
separate article for each month), Season Advertising (an article
for each season), General Advertising (Booklets, Circulars),
Newspapers, Bill-boards, Show Windows, Delivery, Classified, Ed-
ucational Features, Co-operation, Honesty in Advertising, In-
dividuality, Schemes, Premiums, Street Car, Mail Department,
How to Write Advertising, How Much to Spend, Bookkeeping and
System, Catalogue Making, Advertising Your Town, Special Sale
Advertising, with examples, Correspondence, Competition, De-
scribing Items, Interior Display, Card Writing, Headlines,
Humor in Advertising, etc.

1000 Advertising Phrases

That alone are worth the price of the book. Hundreds of the
very latest types of illustrations with valuable chapter on Chalk
Plate Making, Parcel Post, etc., etc. This book is used as a
text book by the Koester School in its Advertising Classes, and
this new and larger edition has been thoroughly revised by the
Advertising Instructor of this school.

Will Increase Profits

Every store must do some advertising. Every store should have
this book, as it will answer any question which
may come up relative to the store's advertis-
ing. It is a complete reference library, fully
illustrated. This entire volume is devoted ex-
clusively to the subject of Retail Advertising.
Bound in full cloth, sent postage prepaid any
place in the United States (money must ac-
company all orders).

Only
\$2.00

Book sent prepaid to any address upon receipt of price. **MERCHANTS RECORD & SHOW WINDOW, CHICAGO**

Air Brush

with pencil grip

WOLD
1918 Type "U"



Here Is the Air Brush

That we started out more than twenty-five years ago to design. Now we offer perfection in simplicity of operation and performance. Hold the brush as you would a pen or pencil—just one downward movement of the first finger produces a fine line or a broad spray.

Write for Special Descriptive Circular

The WOLD AIR BRUSH MFG. COMPANY HAYMARKET THEATRE BLDG. Chicago



Klee Display Fixtures
are attractive, simple
and *not* expensive.

This Shoe Display Stand is one of a complete set especially designed for men's apparel stores. Other pieces such as various size pedestals (Nos. 305, 306, 307) and plateaux (No. 354) shown in catalog which will be sent upon receipt of your postal.

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Natural Gumwood,
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Practical Air Brushes—are used by all leading Cardwriters, Display Managers and sign shops, as well as many others, because they are Practical

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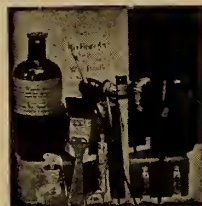
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These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
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NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
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Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

Harrisburg Wax Figure Renovating Co.

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Permanent position in the biggest
Studio in the world.
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Tacks
Plugs
Screw
Driver

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Use "Over Night"

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Wax Figures Refinished, Repaired, Marcel Wave Hairdressing only

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes

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No. 690

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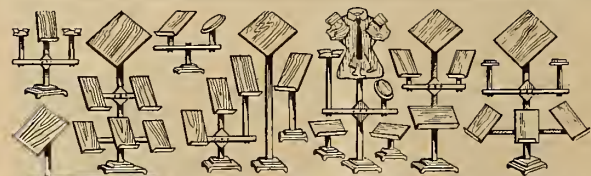
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